PRINTERS INK.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

Vol. XXIX. NEW YORK, Dec. 20, 1899.

No. 12.



are delivered at the doors of permanent subscribers by its own carrier system.

That's why THE RECORD has the largest advertising patronage in Philadelphia—the reason, too, why returns from THE RECORD are greatest.

THE CIRCULATION OF THE RECORD DURING NOVEMBER AVERAGED :: :: ::

186,282 COPIES DAILY.

Rate, - - 25c. per line.

147,676

Rate, - - 20c. per line.

"The Philadelphia RECORD claims that it goes into more homes in the city in which it is printed than any metropolitan daily in the country."

— PRINTERS' INK.

We say again that THE RECORD has the largest circulation in Philadelphia because it suits the most readers, and will add that it carries the most advertising because it pays advertisers best.

THE RECORD PUBLISHING CO., PHILADELPHIA.



The way we look at it.

It does not appear really necessary to argue the value of advertising in Street Cars.

That is an accepted truth. New evidences are constantly "coming to the front" in the experience of observing advertisers, and these we occasionally put before you as an incentive to enlarged effort, and as illustrating our practical knowledge of profitable advertising. Besides, we want you to know that there's no guessing with us, that our suggestions are the fruit of results.

Our proposition is the BEST Street Car advertising service in the country and we want to talk business with you for 1900. May we?



PRINTERS' INK.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

NEW YORK, DECEMBER 20, 1899. Vol. XXIX.

THE WHEEL TRUST.

A NEW COMBINATION THAT IS TO BE THOROUGHLY ADVERTISED-IN-DIVIDUALLY AND SEPARATELY-ALL MEDIUMS TO BE USED-PREFERENCE TO BE GIVEN TO THE DAILIES-AN OPPORTUNITY FOR ADVERTISING NOVELTIES - ALL KINDS OF SUGGESTIONS THAT ARE GOOD WILL BE WELCOMED.

Hearing that the new Bicycle Trust had consolidated the advertising interests of the individual

members, and was about to do some advertising big the coming year, all of which was to be handled by Mr. James E. Sullivan, who has had control of the advertising of the Spalding and other sporting houses for many years, a PRINT-ERS' INK representative called upon that gentleman at his office in Park Place last week and got from him the following interesting particulars:

understand vou are going to take charge of the advertising for

the Bicycle Trust, Mr. Sullivan?" "Yes, from the first of January next I will. We are going to have a pretty good advertising cam-

paign during 1900." "I want you to tell me what you intend doing, Mr. Sullivan. You of course know now what your intentions are, and how they will affect the advertising world."

"We are going to spend about a half million dollars in 1900. We shall use the dailies, the weeklies and the regular monthly magazines. Not in one section only but all over the country. Then, as regards outdoor advertising, we shall go in largely for poster work, and the best stations we can secure for effective display in paint. The poster and paint work will, of course, be confined to large cities and perhaps to railroad fences.'

"Are the various concerns in the Trust to be advertised indi-

vidually?" was asked.



JAMES E. SULLIVAN.

"The whole business will be divided into nine distinct divisions, certain wheels getting the bulk of the publicity in certain divisions. Around the East here the Columbia, Crescent, Cleve-land and Spald-ing bicycles will be pushed; that is, specially pushed. The territory wherein a particular wheel seems to be the favorite will be particularly covered with advertising for that machine.

"How do you intend to spend the bulk of your advertising appropriation?"

"In the daily papers. I know that they are the best mediums we can use, hence the bulk of the money will go to them."

"What makes you think they are the best mediums?"

"I don't merely think so. I know it. I have been in the advertising business long enough to know a good many of the ropes, and, for results, I shall pin myself to the dailies. For quick and tangible results my experience has taught me that the daily paper, considering its cost, is the best advertising salable most goods.

"But you are also going to use

weeklies and magazines?

'Certainly. That is, to reach a lot of people who do not see the dailies. Many people in country districts do not care to be bothered with a daily newspaper, but they will read the local weekly simply on account of its personal gossip about people they know. As for the magazines, they are read largely by the leisure class, and are read more carefully and oftener than a newspaper. By using all three kinds of mediums we cannot miss any of the people we want."

"And then, as regards your out-

door advertising?"

"The most of it will be done where the most people are, or travel. Outdoor display is very good advertising where the crowds can be reached. Considering its cost-and some of it certainly comes high-I believe poster and sign work a good investment when placed right. Of course it requires a lot of watching and checking, and all that, but there are some of the present contractors for outdoor advertising who have so perfected their methods of handling business that an advertiser can be satisfied that he is getting all the service he pays for when he has placed a contract with them."

"What other methods of advertising are you going to use, Mr. Sullivan?"

"We shall use the street cars, of course, in the big cities and as soon as we get started in the new year I will be glad to consider any kind of advertising scheme that may recommend itself to me as being of value to us. There, you see, is an invitation to all novelty men and advertising schemers. Speaking of novelties, we shall use a good many of these at the National Cycle Show to be held in New York early in the year. Whatever kind of advertising I think will benefit us in any way will certainly be used."

"Do you not think that there will be less advertising of bicycles in future than there was in the past, as a consequence of the

Trust?"

"Not at all. We are going to keep the quality and the quantity of our advertising at a high standard. It will be just as aggressive as formerly. The only difference is that it will be conducted under one head instead of from many individual concerns. Because several firms have con-solidated their interests it does not follow that they wish to curtail their advertising. I think you will see a greater volume of bicycle advertising next year than you have done hitherto, and have good reason to suppose that it will be better advertising too."

"Another question, Mr. Sullivan; will the newspaper and magazine advertisements be il-

lustrated or otherwise?"

"I should say that they will be mostly illustrated-that is with cuts of the particular wheels advertised. The preparation of most of them is now going on, and I cannot tell you any more about them until they appear. am making contracts as fast as I find acceptable papers to use. Before the new year I expect to have prospectively laid out all next year's advertising appropriation."

ENGLISH HUMOR.

The mortal terror of newspapers to which even the most intelligent horse is a prey is certainly a mystery. If a a prey is certainly a mystery. If a horse meets a torn newspaper lying in the middle of the road, he is seized with a conviction that it is on the point of a conviction that it is on the point of tearing him to pieces, and accordingly he falls into a spasm of terror. I presume that the scientific explanation of this fact is that the prehistoric horse was severely abused by the newspapers of the time, and that his descendants have thus inherited a horror of newspapers. But, like most scientific explanations of familiar mysteries, this would not be worth noticing. Why should the prehistoric newspapers have insulted the horse? Did the cave men lose their money on horse-races. and lose their money on horse-races, and then write abusive letters to the newspapers, pointing out the untrustworthy character of the horse? It is very doubtful if they did anything of the sort, chiefly for the reason that newssort, enterly for the reason that news-papers did not exist in prehistoric times. Newspapers appeared in Europe about the time of the first visitation of the Asiatic plague, and, unlike the latter pestilence, never left us.—Pearson's Magazine.



HAS MORE READERS
IN GREATER NEW YORK
THAN
ANY OTHER NEWSPAPER
AND A
LARGER NUMBER
OF FIRST-CLASS READERS
THAN ALL THE OTHER
NEWSPAPERS PUBLISHED
IN
NEW YORK COMBINED.

AN ASSOCIATION OF AM-ERICAN ADVERTISERS.

A meeting of the Association of American Advertisers was held at Hotel Netherlands, New York City, on Monday, December 11th, for the purpose of effecting a permanent organization. Representatives of the following firms

were present:

were present:

The American Cereal Co., Hall & Ruckel, Thomas Leeming & Co., Enoch Morgan's Sons & Co., Singer Manufacturing Co., World's Dispensary Med. Ass'n, Hance Brothers & White, J. L. Prescott & Co., Smith, Kline & French, J. B. Williams Co., Postum Cereal Co., Abbey's Effervescent Salt Co., American Baking Powder Ass'n, W. Atlee Burpee & Co., Columbia Phonograph Co., Dr. D. Jayne & Son, Mariani Co., International Silver Co., Parke Davis & Co., Passavant & Co., Ripans Chemical Co., United Shirt & Collar Co., Yale & Towne Mfg. Co., Scourene Co. Letters signifying their desire

Letters signifying their desire to become members were read

from the following:

J. C. Ayer Co., Eastman Kodak Co., Pond's Extract Co., Lydia E. Pinkham Medicine Co., Colgate & Co., Johnson & Johnson, Walter M. Lowney Co., Procter & Gamble Co., Walter Baker & Co., Bradfield Regulator Co., Cream of Wheat Co., E. R. Durkee & Co., W. T. Hanson Co., H-O Co., Lyon & Healy, E. S. Wells, and others.

After a few remarks by Mr. Perine, the chairman, telling what had been done by the Plan and Scope Committee, the report of that committee was accepted as printed and the committee discharged. The election of officers for the permanent organization followed with this result:

Frederick L. Perine (of Hall & Ruckel) President; E. G. Wyckoff (of Wyckoff, Seamans & Benedict) Vice-Wyckor, Seamans & Defection Vice-President; A. Cressy Morrison (of American Baking Powder Association) Recording Secretary; Mr. Leeming (of Thomas Leeming & Co.) Treasurer.

Messrs. Priest, Ward, Britton, Snow and Perine were appointed a committee to nominate members who with the officers were to constitute the Board of Control. The committee made the following nominations which were voted upon and elected:

tipon and elected:

For One Year.—H. K. Welch, J. B. Williams Co.; W. Henry Maule, Maule Seeds; J. M. Bugby, Walter Baker & Co.; John P. Reynolds, Walter Lowney & Co.

FOR Two Years.—A. E. Rose, J. C. Ayer Co.; Dr. V. Mott Pierce, World's Dispensary Med. Ass'n.; E. P. Mower, American Cereal Co.; Hon. T. L. Woodruff, Maltine Co.

Mr. Kline asked if it were not

possible to tell more specifically the objects of the Association and the plans in mind so that he would be able better to decide whether his firm would become a member, and the value such an association would give the advertiser for his \$100. Mr. Artemas Ward answered by stating in substance that this was an era of progress and warranted advertisers in endeavoring to obtain better knowledge of the many questions of interest to them, such, for instance, as circulations, better service in general advertising, distribution, protection of trade-marks and so on. Mr. Ward said he believed the time for such an association was now and that the meetings of advertisers, and the interchange of ideas brought out by such meetings would be beneficial to all. It would, he said, be worth \$100 to any advertiser if only one of the objects in mind were successful, if the dignity of advertising and the men in it were elevated one-sixteenth of one per cent. He said he was an advertising man and quoted from the Psalms of David, "I magnify mine office." On motion of Mr. Kline the remarks of Mr. Ward were ordered to be printed and sent to all who might be interested in the objects of the association. The by-laws were then adopted.

Remarks were made by Mr. Post regarding his Post cheque plan and it was generally understood that members well informed on certain questions could confer with the Board of Control at a convenient time, which could be agreed upon. The next regular meeting of the association will be held in January.

THE PUBLIC'S IGNORANCE.

You want to convert vague and general impressions into clear and definite knowledge. The older one gets the stronger becomes the conviction that there is no fact so common that it will not be new to some one. There will not be new to some one. There are ancient anecdotes and jokes that must have cheered the guileless childhood of Cain and Abel, but whenever these ancient jokes are repeated they are fresh to some one. The worst blunder an advertiser can make is in assuming too much knowledge on the part of his readers. He need not talk to them as though they were school children, but it is madness to credit his readers with the information of a professor.—British Printer.

Still Increasing:

The remarkable increase in advertising printed in the Commercial Advertiser for many months past is fully sustained by the following showing, October, 1899, compared with October, 1898:

Real Estate - Increase 170%

Publications - Increase 43"

Financial - Increase 153 "

Dry Goods - Increase 30 "

High-class advertising from representative advertisers in a high-class evening paper read by intelligent men and women—a well-to-do and influential clientele which is constantly increasing. Advertising rates reasonable and invariable.

The Commercial Advertiser

NEW YORK.

LONDON CIRCULATIONS.

We have all heard the tale about the great fish who swallowed a man in armor and then went gayly careering on his way until he came across a copy of the Daily Shouter, on which was printed a reference to its huge circulation. He opened his capacious mouth and then closed it again, saying, "No, I can't swallow that; give me another man in armor." That is the feeling that comes over me on seeing on the hoardings this week the posters of the Daily Telegraph and the Standard. The Standard was modest. It only said, "Largest circulation"; but the Daily Telegraph was not content with that and claimed, "The largest circulation in the world," and went on to categorically state that it "exceeds each week any other morning paper by half a million." These are not the only papers, however, which lay claims to the largest circulation, though they may not use posters to announce it. We find the Daily Chronicle states that it has "the largest circulation of any daily paper in London, while the Daily Mail issues a challenge that it sells "more than twice as many copies as are sold by any other British morning newspaper, including the London penny morning journal, which claims the largest circulation in the world." Now these things would make one smile were it not that it has a very serious side to it. There is one of these papers, the Daily Mail, which issues its figures certified by its own accountant, and the average for the last month was 797,049 copies daily, while for the last few days of the month it was practically a million, and we understand that all this month it has run into seven figures. Now the other papersthree of the most important and influential, not only in London but in the world-knowing these figures, distinctly state that theirs is the largest circulation. Are we to understand that either or all of these papers have individually a larger circulation than the figures quoted? On the face of it, it seems absurd, for were it so, it

is only reasonable to suppose they would be only too anxious to publish the figures. Or are we to suppose that each of these three papers doubts the accuracy of the Daily Mail's figures, and that they consider those figures a huge swindle? Either way the matter is a very serious one, for if the Daily Mail is correct then the Daily Telegraph is convicted of reiterating day after day, month after month, one of the greatest and foulest lies possible, and if this constantly recurring statement is a lie, what are we to believe in the paper at all? We might just as well suppose, if this is a lie, that they would be equally unscrupulous in their news and editorial columns—which applies also to the other two penny dailies concerned. As regards the Daily Mail, its position so far is unchallengeable. It states its figures and challenges the other papers, and the Daily Telegraph in particular, to prove them false, and it behooves those other papers for the sake of their own standing either to withdraw their statements or justify them. If they are incorrect, though they may have been correct when first made, they can be dropped without any loss of dignity, but they cannot, without loss of dignity and influence, continue the statements without substantiating them. - Advertisers' Review, London.

A GENIUS.

The proprietor of the store told the new window trimmer that his salary would depend on his success in making women look in at the show window. In an hour the sidewalk was so crowded that he could not get out.

"What in the world have you done?"

he asked.
"Hung a piece of black velvet just back of the window glass," said the trimmer.
"Why should all of those women

crowd up to look at a piece of black velvet?"
"It makes a mirror."

The proprietor admitted that he could not pay such a man a suitable salary, so he took him into the firm.—Unidentified Exchange.

IN NEW YORK.

New York is a big city, and its people are a little more conservative than in some of the nearer cities, and consequently it is a little harder to make the first impression, but when the impression is made it is a lasting one and future sailing is easy.—The Billboard.

ONE REASON

why almost every advertiser of prominence is represented in the

St. Paul Globe

is on account of the unique position it occupies. There are five Republican dailies in St. Paul and Minneapolis to divide the 193,501 Republican votes in Minnesota, while the GLOBE is the Democratic daily in the State to reflect the views of the 139,626 Democratic votes.

Its circulation exceeds now

22,500 DAILY. 26,000 SUNDAY.

The semi-weekly issue brings mail orders from 19,000 thrifty farmers. The rate is only 70c. an inch for two insertions.

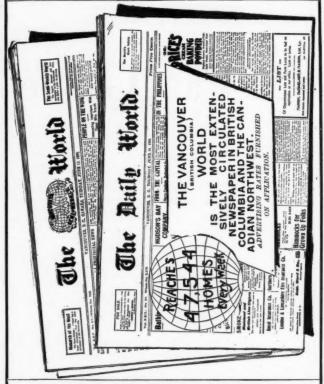
THE GLOBE CO., ST. PAUL, MINN.

Eastern Representative, CHAS. H. EDDY, to Spruce St., New York City. Western Representatives,
WILLIAMS & LAWRENCE,
HARRY FRALICK, Mgr.,
87 Washington St., Chicago, Ill.

VANCOUVER,

BRITISH COLUMBIA.

THE MOST PROGRESSIVE AND PROSPER-OUS CITY IN THE CANADIAN OR AMERICAN NORTHWEST.



OF VANCOUVER IN 1895 WAS NOT IN THE CITY EXISTENCE. TO-DAY IT CONTAINS A POPULATION PON 40,000. IT IS THE HALF-WAY UPON 40,000. THE OCCI-OF CLOSE HOUSE BETWEEN THE ORIENT AND THE OCCI-THE HOME PORT FOR THE EMPRESS LINE DENT VANCOUVER-AUSTRALIA E MOST SUPERB VES-OCEAN), AND THE PA-HE CANADIAN PACIFIC JAPAN-CHINA AND OF STEAMERS THE LINE THE PACIFIC O CIFIC TERMINUS RAILWAY.

THE BUFFALO TIMES

Is printing and selling nearly

45,000 GOPIES DAILY

and all successiful advertisors
use it.

FOR PATER

HENRY BRIGHT.

NEW YORK.

CHICAGO, ILL.

LOUISIANA NEWSPAPERS.

In Louisiana the American Newspaper Directory gives six daily papers credit for having regular issues in excess of 1,000 copies, and of these none is published outside the city of New Orleans. The first papers to suggest themselves to the experienced advertiser in connection with New Orleans or Louisiana will be the Picayune, established in 1837, and the Times-Democrat, established in 1863. Each of these has the high subscription price of \$12 a year, and from neither has the Directory editor succeeded, in recent years, in eliciting any definite information concerning the number of copies printed; a fact that he has learned to consider con-clusive proof that the actual output is not as large as people generally suppose it to be. He credits these two papers with a G rating. which means copies; and exceeding 4,000 distinguishes the Picayune with the mark, so sparingly attached to the ratings of a small list of papers supposed to possess peculiar excellence and exercise such unusual influence with readers as to warrant an advertiser in using their columns, even at a price out of all proportion to the size of the edition.

The largest circulation in New Orleans is accorded to the Item. It is sold for \$6\$ a year. Next comes the Telegram at \$5 a year, but sold on the street for a cent, being the only paper issued at that price in the three adjoining States of Texas, Louisiana and Mississippi. Third in point of circulation comes the States, sold at \$7\$ a year. So far as the Directory ratings may be relied upon, it would seem that the issues of these papers are not very wide apart and range from 13,000 to 18,000, which is a very large issue for a paper in any of the Southern States.

The sixth paper to be mentioned, L'Abeille de la Nouvelle-Orleans, is printed in French and claims "the largest circulation of any paper in the South." For 1896 the publisher signed an assertion that no issue was less than 12,000 copies, but the correctness of this

claim was seriously questioned and the failure to obtain a more recent statement in a form that could be called definite and satisfactory has led the editor of the Directory to assign the paper a rating equivalent to an average issue of something more than 2,250 copies and to offer a reward for information that should prove the paper entitled to have credit for issuing so much as 4,000 copies.

A NEW WAY.

The New York office of Success has the following in its Fourth avenue window:

To-day is
Dec. 6,
1899.
Make it a
Red Letter Day
by advertising in Success.

The words "red letter day" are printed in red ink. The scheme is novel and draws attention.—The Advisor.

IT STICKS.

It is easy for an advertiser to lose a good reputation, but to lose a bad one is an entirely different matter.—The Billboard.

ILLUSTRATED TESTIMONIAL.



GENTLEMEN—I HAVE TRIED YOUR CIGAR-ETTES AND THEY FAR EXCRED MY EXPECTA-TIONS. AS LONG AS I LIVE I SHALL USE NO OTHERES.

ANOTHER ROUGEMONT?

Under the title "Does Billboard Advertising Pay?" there appears in the Christmas Billboard an article by W. H. Harris, of the Nickel-Plate Shows, whatever they may be, parts of which suggest to the mind Baron Mun-chausen and Louis de Rougemont. Some of the most interesting paragraphs are here reproduced:

In the early sixties I started in business as a dry goods merchant in a business as a dry goods merchant in a small country town where no newspapers were published. I wrote my first bill and took it to the printing office. The foreman looked my matter over carefully and said: "Young man, let me give you advice which may be of benefit to you in after years; have something to read as you run." It took a while to get that through my young head, but I finally caught the idea, threw my matter away and had printed a simple announcement, "Buy your dry goods from Harris." This was put out on every road leading to your dry goods from Harris." This was put out on every road leading to my store. This brought me business, but the place was not large enough for my ambition, so I set out and came to Chicago and bought a membership on the Board of Trade and commenced speculating in grain. It did not take those shrewd fellows long to "trim" me. They simply left me penniless. My first convincing knowledge of the value of billboard advertising was in 1867. I leased Hass' Park, ten miles out, for a Fourth of July celebration. I began advertising the celebration weeks in advance, with posters and nothing else. It took every available else. nothing else. It took every available car the Northwestern road had to transport the people, so that even flat cars were hastily gotten up, with seats to carry the 25,000 passengers. That same year I opened two furnishing goods stores at 301 South Clark street and 112 Randolph street, and for twelve years I advertised constantly by posters and built up a retail business nothing to \$135,000 a year. One of my earliest advertisements in the gents' furnishing business I remember well. It had 10,000 gutter snipes struck off, with the simple words, "Where is My Dog?" These I had posted on every dry goods box, telegraph pole and curb stone in the city, and no matter where one would turn, "Where is my dog?" would stare him in the face. For my answer I had a six-sheet bill, with a Newfoundland dog occupying the center, holding a shirt in his mouth, and engraved thereon was "Shirts for all mankind"; on the top in large letters, "Found; take me home; I belong to Harris, the shirt man." This brought me a great deal of notoriety and businishing business I remember well. me a great deal of notoriety and business with it.

ness with it.

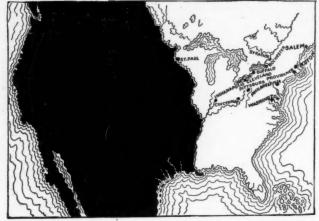
I remained in the men's furnishing goods till 1879, disnosing of my business to my partner, Mr. Cobb, who had been admitted to the firm in 1872.

When I quit the business I had a handsome competence, but every day was Sunday, and that kind of people are easy prey for a sharper, and I got skinned for \$30,000. My only satishow a BROOKLYN COAL DEALER ADVERTISES.

faction was landing him in the penitentiary. In July of that year I had an opportunity to buy a stock of furnishing goods from S. Y. Smith, 171 South Clark street. I paid him \$6,000 for \$22,000 worth of goods. I closed the store and filled in with more new goods, marking down all in plain figures, the former as well as my price. I advertised the stock extensively with a nine-sheet poster and 100,000 quarter-sheet bills in the most sensational manner, and opened up on Saturday morning, July 28, not dreaming of the tremendous business in prospect. For weeks the store was packed from early morning till late at night, and in a short time but little of the original stock was left. I sold goods cheap. I was buying in large quantities, and all buyers got full value. My sales book shows that from July 28 to January 1 I took in \$104,000. This is an enormous business at retail, and it kept sixteen clerks busy. January 4 I sold out to T. D. Craig, of Paris, Tex. This business was obtained entirely through posters. During the following summer I closed out three other stocks through the same methods, and this should have satisfied me. In the fall of 1882 I the same methods, and this should have satisfied me. In the fall of 1882 I got the show fever and embarked in the business May 5, 1883, starting from Benton Harbor, Mich., and have from Benton Harbor, Mich., anu have been circusing seventeen years. The real value of poster advertising is bet-ter known to a circus manager than any class of men whose business is ob-any class of men whose business is ob-lif a merchant would only use the same progressive methods that circus people do, their business would double. Most progressive methods that circus people do, their business would double. Most merchants make a mistake in not select-ing some special feature and billing it strong. When I was a merchant I never advertised anything but shirts. I knew that if I could sell a man his shirts I could usually land him for the balance of his apparel.

A good picture talks in all languages.





THE THIRD SUGAR BOWL.

ROCHESTER, N. Y., Dec. 7, 1899. Editor of PRINTERS' INK:

The Democrat and Chronicle claims the Printers' Ink: sugar bowl upon the following showing of facts:

First—A minimum rate of 3½ cents per line, with a daily average of more than 29,000 copies circulated—\$.001186 per line per thousand. per line per thousand. Second—Circulation net: unsold

copies not returnable.
Third—Changes and use of cuts at

Third—Changes and use of cuts at option of advertiser.
Fourth—Home circulation; small percentage of street sales.
Fifth—Large circulation in counties of Monroe, Livingston, Steuben, Genesee, Orleans, Ontario, Wayne, Cayuga and Yates, both by mail and though averet. through agents. Sixth—Circulation valuable to adver-

Sixth—Circulation valuable to advertisers because among people who have wants and are able to gratify them. Seventh—General lence, including a news service unequaled by that of any other newspaper published in a city of less than one million population. Yours truly, when the production of the Decketter of the Polyhetter of the Polyhet

The rates of the Rochester Democrat and Chronicle approximate one-ninth of a cent per thousand circulation; those of the Salem (Mass.) Evening News are about one twenty-fourth of a cent for the same service. The question then arises, in what respect does the Rochester paper excel its Salem rival? And do these advantages, if there be such. countervail the differences in rates? The expression of opinion is solicited.

The summary reprinted below

from the columns of the Norfolk Virginian-Pilot is an interesting and intelligent comment upon the value of one of these Sugar Bowl awards to a newspaper good enough to deserve it.

In the region west of Chicago the Kansas City Star takes the

place of honor.

The Los Angeles Times represents the great section south of San Francisco, St. Louis, Cincin-

nati and Philadelphia.

The other papers good enough to secure mention in connection with the award were also benefited to an appreciable degree, well ex-pressed by the Virginian-Pilot in the words that conclude the quotation from its columns:

To secure the trophy is indeed an honor. be considered a likely competitor for it is a notable distinction.

From the Norfolk, Va., Pilot, Dec. 3, 1899.

The proprietors of the Virginian-Pilot, conscious of its varied merits, and proud of the appreciative recognition so generously extended to it by an intelligent public, comprising sub-scribers and advertisers, have sedu-

scribers and advertisers, have sedu-lously sought to make the paper worthy of their support and patronage. It was, therefore, with no little pleasure that they learned that PRINTERS' INK, published by Messrs. George P. Rowell & Co., of New York, who also issue the American Newspaper Directory, had opened a competition for a Silver Sugar Bowl, to be awarded the news-paper giving the greatest return in service and value to advertisers for the money received—the area of the con-test heing limited to that portion of the United States south of a line drawn

across the continent from San Francisco, through St. Louis and Cincinnati to Philadelphia—all newspapers within these bounds being eligible.

The competition began seven months ago, and has just recently closed, with the award of the prize. The Virginian-Pilot was promptly in the field, not that it cared for the bowl itself, which was a trifle, but because its owners and publishers, conscious of its claims, which they had done so much to establish, were eager to submit them to the judgment of Printers Ink. the high and trusted standard authority of this country in all things pertaining to printing, publishing, circulation, rates, and all the considerations that enter into the practical value of a newspaper from a business point of view. Besides, it was desired that they who as subscribers and advertisers had so liberally contributed to the success of the Virginian-Pilot, should receive the high assurance of Printers' Ink that they had made no mistake in selecting this paper as their favorite.

There were many competitions at first, but the number steadily decreased as paper after paper was eliminated, because too high in its rates in proportion to circulation; or for some other cause going to the merits of the question to be decided. The greatest care was taken that no injustice be done, and that the award should be just, on the terms and conditions announced, and which are sought by every advertiser. Among the contestants were such journals as the Star and the Times, of Washington, D. C.; the Constitution and the Journal, of Atlanta, Ga.; the American and the News, of Baltimore;

the Times and the Courier-Journal, of Louisville; the New Orleans States; the Richmond Dispatch; Baltimore Sun; and other well known newspapers; but in the final judgment, of the twenty-one papers rated, the Galveston (Tex.) News stood last, the Los Angeles (Cal.) Times, first, and the NORPOLK VIRGINIAN-PILOT, SECOND. From March 8, this year, to the

NORPOLK VIRGINIAN-PILOT, SECOND, From March 8, this year, to the award of the prize every paper had the fullest and freest opportunities and facilities to present and substantiate its claims as the paper (to quote PRINTERS' INK) "that gives an advertiser best service in proportion to the price demanded of him." Speaking of the actual award of the prize, PRINTERS' INK says: "To secure this trophy is indeed an honor; to have been considered a likely competitor for it, is a notable distinction."

GOOD BUSINESS.

Faker—Do you do much of a mail order business?
Bluffer—Do we! Why, we use

Bluffer—Do we! Why, we use up two barrels of water every day just to moisten stamps with.—New York Journal.

WHAT HE FINDS.

The man who relies on the advertising he did last year soon finds that he likewise has to rely on the sales he made last year.—Agricultural Advertising.

CONSERVE your force. Potential force [Is can save force by means of a good system in your business. Have your system so complete that you will never make a useless movement. Such a movement is wasted force. Wasted force is wasted capital.—Advertising Experience.



ON THE PAGE FROM WHICH THIS ADVERTISEMENT WAS TAKEN IT OVERSHADOWED ALL THE OTHER ANNOUNCEMENTS; AND, CURIOUS AS IT SEEMS, THE SPECT, APPEARED TO BE PRODUCED BY THE SALIENCE OF THE BORDER BY WHICH IT IS SURROUNDED.

TAGGART'S TARGETS.

Mr. F. J. Taggart, the advertising writer of the Nebraska Clothing Company, on December 5th delivered a speech before the Commercial Club of Kansas City, which was characterized by that humor for which Taggart is famous. PRINTERS' INK can afford space for only a few extracts, which perhaps give as unsatisfactory an idea of the entire lecture as the smell of a good dinner gives of the dinner itself:

Think of the poor women of those days who could read all about the very latest fashions, but who couldn't turn to a dozen ads and find out where to get them. In 1652 the first ad appeared in a paper called Mercurius Politicus.

It is very sad, when you come to think of it, that every man who took patent medicine in those days has died, not one of them having lived long enough to get his picture in the papers and tell the public how his life was saved by a dozen bottles of Epperson's Megaphone Sarsaparilla. In this manner we have lost all trace of the facial expression of numerous Londoners, before and after taking, who were cured of one thing and another. During the next reign, the reign of Jimmy the Tooth, whose father was owner of a dental college and had a pull, newspapers came into disfavor, and their circulation dropped off, of course when the circulation dropped off, and evertising also dropped off, and there were very few ads in any paper. The worly way a newspaper owner, who was also always its editor, could get up a good circulation was to practice on a horizontal bar and stand in with the bartender.

Not a few years ago the man who had anything to advertise used to sit up nights and burn his Standard oil, put a wet towel around his massive brow and try to scheme some way to draw trade away from his rivals. He tried newspapers, bought space, told what he had to sell, told the truth about it and got business. His rival, in order to do him up, offered better inducements and stretched the truth a little. The first man put a little elastic in his truth, and a third merchant came out and told a plain lie. The first man came back at him with a bigger one, until the public, not knowing whom to believe, believed nobody.

One bright day a man began to see things. He got to thinking that people liked to get something for nothing, and he next day advertised to give a chromo away with every pound of tea. It took; and, by buying chromos in quantities, they could be bought cheap, and tea could be marked up a little, and all was well. A rival, seeing his trade going away, advertised to give a chromo and a frame for it with every pound of tea, and a third man offered to give chromo, frame and string to hang it by.

After gift schemes came the braggadocio advertising—the man who could construct the longest sentences or coin the biggest words considering himself the best advertiser. After that came the specialist, a man who had sense enough to know that people were tired of long words, and he began using short words, snappy sentences, catchy phrases. Some of these men showed positive genius, and some expressions used by them to advertise certain things are much nearer household words than some religious verses are. Can you say good morning to your friend that you don't wonder if he has used Pears' soap? Can you hear a man say he's got that "tired feeling" that you don't wonder why he doesn't use Hood's Sarsaparilla?

It is said that Wanamaker used to do his own advertising, but he occasionally got his store work and his Sunday school work mixed and a bright young woman who was sent to his house to write up the home made the discovery that the table linen was all embroidered on one end: "Put your trust in the Lord," and on the other end, "Buy your table linens of Wanamaker."

There are more ways to advertise than to use newspapers, street cars, bill-boards, gifts, circulars and human sandwiches. There are more things to advertise than things to eat, drink, smoke, wear and use, and they are being advertised. This is an age of advertising. Churches are advertising. When a a minister gets up in his pulpit and delivers a good sermon, his hearers go home and tell; their telling brings more the next Sunday, and they bring still more the next, until by and by the church is crowded, contributions get good and the church debt is paid. When a hotel sets a good meal before a man, that's the best advertisement a hotel can have, for the road to a man's heart is through his stomach when he stops at a hotel just as much as in a home, and a man who gets his good meal and good service is apt to tell of it to a dozen. When you go to a fruit store and buy their fruits, "by their fruits are good you'll go back again, and that I call fruitful advertisen. You can advertise a convention hall or a calf, you can advertise a railroad, you can advertise a convention hall or a calf, you can advertise a convention hall or a calf, you can advertise a convention hall or a calf, you can advertise a convention hall or a calf, you can advertise a convention hall or a calf, you can advertise a convention hall or a calf, you can advertise a convention hall or a calf, you can advertise a convention hall or a calf, you can advertise a convention hall or a calf, you can advertise a convention hall or a calf, you can advertise a convention hall or on the properties a convention hall or a calf, you can advertise a convention hall or a calf, you can advertise a convention hall or on the properties a convention hall or a calf, you can advertise a convention hall or on the properties a convention hall or on the properties a convention hall or a calf, you can advertise a convention hall or on the properties a convention hall or a calf, you can advertise a convention hall or a calf, you can advertise a convention hall or a calf

I once wrote to Mary Ellen Lease and asked her if she ever read ads; and, if so, why. She gave me an answer that covers pretty well the reason why thoughtful people read them:
"TDo I read ads?" said Mrs. Lease.
"Yes, for in reading ads is obtainable

knowledge,
Obtainable never in school or in college;
You keep in advance of humanity's
throng,

And feast on the best as you journey along."

THERE IS ROOM FOR BOTH.

The battle between the morning and the evening newspapers for supremacy in the news field

goes merrily on.

The advocates of the former claim that the evening newspapers simply give a hodgepodge report of the events of the day, while the morning daily, owing to the number of hours devoted to its production, is able to present well digested and carefully prepared articles on all news subjects.

The advocates of the evening newspapers, on the other hand, assert that the morning newspaper simply reprints the news already published in the former.

The fact of the matter is that as long as the world stands there will be room for both. The afternoon newspapers record the events of the day up to five o'clock and the morning newspapers up to midnight and often later.

Each has a field of its own. The morning newspapers are able to give more elaborate reports of the events, but as the public cares more for plain facts than for embroidered facts the point does not carry as much weight with the public as some people suppose.

We like to read the afternoon journals because they give news "hot off the griddle." admire the morning papers because they, as a rule, give a clear, dispassionate view of events in which we are much interested. The editorials of the latter carry more weight and are more widely quoted. Nevertheless, should a vote be taken to-day on the two classes of newspapers, it would be found that fully as many people swear by their afternoon as by their morning journals.-Fourth Estate.

An ad ought, above all things, to be natural. It ought to sound as if somebody were talking. There should be no apparent effort to be colloquial. It is better to be stiff than to be colloquial awkwardly. If you can't be easy in your manners in your advertising, don't try. If it isn't natural for you, don't try it.—Stoves and Hardware Reporter.

Detroit, Michigan

December 30, 1898

Bookkeeper Company:

The Saturday Evening Post brings better results than any other publication we have used, and we have used all the best ones. A single insertion, one-inch advertisement, has brought us so far one hundred and sixty-five orders, and they are still coming at the rate of ten to twenty a day. This is a better showing than The—
has made and they charge much more for space than you.

(Signed) E. H. BEACH

Collars and Cuffs, Shirts and Clothing, pay to advertise in THE SATURDAY EVENING POST, because it is thoroughly read by men. Its editorial page is a very strong feature, and is particularly agreeable to men, although as a family paper it reaches everybody, and, as the space is limited to ten columns, you can for little money get a good display where it must necessarily be seen by every reader of the paper. Such advertising is worth more than in other mediums where you are hidden by a mass of advertising.

THE CURTIS PUBLISHING CO.
PHILADELPHIA

THE "ADVISOR" (N. Y.) FOR DE-CEMBER.

"Mail Order Business," which says the best mail mediums are the leading magazines; that an article costing over

magazines; that an article costing over a dollar will not make a success in this field; that watches do not, that electrical medical appliances do; that no great success has been recorded in selling wines and liquors by mail.

A sketch of H. H. Cabaniss, business manager of the Atlanta Journal, which was established in 1833, and came into the hands of its present owners, of which Mr. Cabaniss is one, in 1887, with the result that it turned over a new leaf and became a newspaper to be reckoned with, the writer naming it as the newspaper having the most influence with the best classes in the South.

"Magazine Advertising," in which attention is called to the fact that Mc-Clure's for November contained 9 pages of reading and 216 pages of advertising and the suggestions made that the magazines another to give more readwertising and the suggestions are read-ing matter; not that that would make the advertising more profitable to the advertiser, but it would give those peoadvertiser, but it would give those peo-ple who buy the magazine for its liter-ary features a fair run for their money. The Ladies' Home Journal has an es-tablished rule of a column of reading for a column of advertising, and this has proven satisfactory to advertiser and reader. Big magazines should cur-tail their advertising or stop while him and reader. Big magazines should and reader advertising or stop publishing so-called literary features and say plainly that the magazine is published for the advertising rather than for the reading matter"

reading matter."
"English Advertising," which says that "English Advertising," which says that "English advertisers run too much after royal indorsements, from the cook up. If they can use the royal coat of arms in their advertising they are happy." "Munsey on Advertising," in which "the Advisor concurs in Mr. Munsey's

argument that the commission system is a form of bribery and ought to be abolished, but contends that it is a settled principle in business, and that no single publisher can change it. Mr. Munsey is fighting for a principle and will lose. Political parties put principles into their platforms, but platforms are made to get in on and not to stand on. While many advertising agents may agree with Mr. Munsey, nevertheless they prefer profits to principles." argument that the commission system

principles."
Under the title "Exaggerated Rates" the following: Rates in Paris dailies are very high. Le Petit Journal chafges for special announcements, \$1 per line. Advertisements on the second page cost \$20 per line—\$280 per inch per insertion. The rate in the colored supplement is \$6 per line. The rate in the Figaro for running advertisements is \$1.20 per line. Le Peiti Journal claims a daily circulation of 3,000,000 copies. It is dated ahead, and reaches all parts of France on the alleged day of publication. Le Petit Journal is very small in size, and contains about 24 ordinary columns of reading matter, American measure. Rates in the London papers are also high. The London Telegraph, with a circulation of about 160,000, charges about \$1.30 per agate line for ordinary advertising up to fifty lines. Advertisements on the second page cost

The scale graduates down to about 90 cents per line for fifty lines or more. Pictures of Walter S. Hamilton and Edward M. Hamilton, 1181 Broadway, New York, who make a specialty of acting as a kind of special agent for

foreign publications.
"John Wanamaker, Publisher." That
John will make a success of his Philadelphia newspapers if he uses them as business rather than as mediums for personal or political animosities. "Evils of Discrimination," in

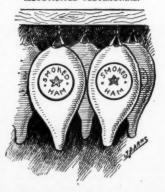
in which "Evils of Discrimination," in which the writer says that foreign advertisers, particularly medical ones, should not be made to pay more than local space-users and that all should be compelled to pay the same rates.
"Flat Rates and Contracts," in which

it is contended that the flat rate is the coming rate, with perhaps a distinction when a certain number of lines are used within a specified time.

"My Friend Palmer," in which a

when "My Friend Palmer," in which a correspondent who signs himself "Park Row" aims to show that C. M. Palmer, late of the New York Journal, has had a checkered career; that about twenty years ago he became owner of the Northwestern Miller, later general manager of the Minneapolis Exposition, at a salary of \$5,000 a year; that in 1888, in connection with W. E. Haskell, he assumed control of the Minneapolis Tribune and that on this paper and subsequently on the St. Joseph and subsequently on the St. Joseph and subsequently on the St. Joseph Daily News he lost over \$100,000; that in 1889 he was made business manager of the San Francisco Examiner at a salary of \$6,000, whence he resigned in 1894; that about two years later he was made business manager of the New York Journal at a salary of \$12,000; that in rounnas at a saiary of \$12,000; that in 1898 he was temporarily dismissed, was reinstated as advertising manager subsequently, and is now understood to have been permanently retired. The correspondent apparently does not like Mr. Palmer, and says "his downfall is complete." plete.

ILLUSTRATED TESTIMONIAL.



GENTLEMEN-YOUR PREPARATION IS ACOM-PLETE SUCCESS. MYSELF AND FAMILY HAVE BEEN PERMANENTLY CURED FROM SMOKING. YOURS, ETC.

JOHN SOMMER, Jn.

JOHN SOMMER'S SON.

355-365 CENTRAL AVE., Cor. Duryee St., NEWARK, B. J.

MATERIAL FOR DRYING AND POLISHING. GAWDUST





SAWDUST.

Office of American Addressing & Mailing Co., 56 Warren Street, New York, Nov. 29, 1899.

Editor of PRINTERS' INK:

As envelope addressers and list com-pilers, we are compiling lists of names

in every line, for the purpose of adver-tising almost anything that is manu-factured or sold, but the inclosed ad-vertising blotter is the first advertise-ment that came to our notice from a manufacturer advertising sawdust.
Yours very truly,
American Addressing & Mailing Co.

By Philip C. Kullman.

IN THE MAIL CRDER FIELD. VIENNA, Mo., Dec. 4, 1899. Editor of PRINTERS' INK:

Sears, Roebuck & Co., of Chicago, handle about everything, and for a long time have been running all the way from four to twenty different ads in time have been running all the way from four to twenty different ads in the publications they use. The fact that they are keeping it up is the best evidence that it is good advertising. Now other companies are doing the same thing. Louis Vehon, the Consumers' Supply Company, the Chicago House Wrecking Company, all break up their advertising into small pieces, generally advertising each article separately. I noticed in a recent Delineator that Le Boutillier Bros., of New York, are also following the new style. Swift & Company, the Chicago packers, are among the wholesale houses who are doing their advertising by means of two or more ads in one medium. These people are not the largest advertisers in the United States but they are among the most successful in their lines. Their style of advertising indicates that sufficient prominence cannot be given to two or more add.

> PREMIUMS WANTED. Office of

prominence cannot be given to two or more articles in the same ad. The question naturally arises: Are we entering on an era of small ads in the mail order business? E. M. King.

"THE REPUBLICAN," Daily and Weekly, GRAND ISLAND, Neb., Dec. 11, 1899. Editor of PRINTERS' INK:

I want addresses of makers of suitable premiums for daily papers premiums for daily papers, es-ly a newspaper or letter box. able premiums for daily papers, especially a newspaper or letter box. Why don't they advertise in Printer's link? I remember an ad which appeared on your classified page a few years ago, but I cannot now recall the address. When I want anything of this kind I always look in Printer's link for it and it is rather disappointing at times not to find what a person is looking for. Yours very truly, Printer's Printer's

HOW THEY DO IT.

MONTREAL, Dec. 12, 1899. Editor of PRINTERS' INK:

We observe an item on "Loose Leaf Catalogues" in your issue of the 6th inst., which is something in line with the experience of one of our customers. the experience of one of our customers. Some time ago this firm, who are extensive dealers in electrical fittings and supplies, produced a "Universal Neostyle Duplicator" for the purpose of issuing price lists to their customers. Whenever a price changes, they cut a stencil of the page affected, run off the number of copies required and mail them with the request that the observables. them with the request that the obso-lete pages be destroyed. By thus doing the printing in their own office, they secure the maximum of effect they secure the maximu with the minimum of cost.

Yours very truly, CLEMENT & CLEMENT.

HE DISAGREES.

Marion, Ohio, Dec. 7, 1899. Editor of PRINTERS' INK:

Frequently climatic conditions determine whether a demand for goods exists or not. Advertising a cough medicine in California or Florida would not bring nearly as many results in proportion to population as would advertising the same medicine in Ohio or

A year's residence in advertising work in Los Angeles leads me to be-lieve you are in error in this statement inclosed. The great mass of people who go to California for their health are in a frame of mind and generally able and do try everything offered.

Very truly,

E. E. POWERS.

TRUE.

A plan of advertising that has succeeded will be found to have general points which would help win business any place and under almost any cirany circumstances .- Advertising World.

OF COURSE.

The smaller the circulation, the larger the proportionate price, is the usual rule.-Judd's Jottings.

HUMOROUS ADVERTISING. PHILADELPHIA, Pa., Dec. 6, 1899. Editor of Printers' Ink:

At the risk of being looked upon as inclined to "pick on a girl" I must disagree with Miss Woodle as I find her views in your issue of this date. I do not believe funny ads will pay one time in fifty. I have, for some time, not believe funny ads will pay one time in fifty. I have, for some time, been reading the humorous ads of a commission house, and I laugh at them heartily over the morning coffee—so do the children, but bless you I would never think of doing business with it. People are not looking for funny houses to handle their money. I believe the funnier the ad the less fruitful it will be. Readers of it are likely to become so taken up with the fun as to overlook the fact. Business is a serious matter. Those seeking advantageous opportunities for expenditure or investment are not looking for "little jokers" but for the serious people who advertise as though they meant ple who advertise as though they meant every word. Take one of Miss every word. Take one of Miss Woodle's examples of her effective fun where she says:

A grocer would lose nothing by advertising in this strain.

"We do cheat sometimes. We weigh

the holes in Swiss cheese

There would be plenty of readers There would be pienty of reacers who would take that announcement literally. They would not understand about the holes in Swiss cheese, and would go back to the bald statement that the grocer "did cheat sometimes" and would pass him by accordingly. You can never be too plain. I had an experience recently which conyinced me experience recently which convinced me I had occasion to offer pretty nickeled pots containing a small palm, which was gotten up as a fetching Christmas novelty. One of my artists suggested she would make a drawing of a rabbit holding up the pot and palm, and I assented. Do you know that about half of those who came in response to the ad or those who came in response to the ad-—and there were upwards of 200— wasted the rabbit too. Advertising need not be of the order which would suggest "hark from the tomb a doleful sound, etc.," even if presenting burial caskets, but I honestly believe it would be less divergence and coestly sound, co., and it is a sound to some sound be less dangerous and costly than the other extreme.

Yours, very truly,
John A. McCann.

ONE MAN'S QUESTION. NEW YORK, Dec. 9, 1899.

Editor of PRINTERS' INK:

I find the inclosed advertisement in the magazines. Is such a "cat-in-the-bag" proposition apt to bring any re-

Heat without cost. Lex Radiator mailed for \$1.00. Money refunded if not satisfactory. 432 Market street, Philadelphia, Pa.

turns? Wouldn't the offer of an explanatory circular increase its value immeasurably? Yours, truly, ours, truly,
R. E. RICHARDS.

Don't use anything because it is called a DON'T use anything because it is cause a cut, or because it is cheap, or because you find it in your printer's office. Select your cuts carefully with a view to having them tell part of your story. Well chosen cuts, well printed, tell people as much as the type part of your ad tells them.—Press & Printer.

IN KANSAS. YATES CENTER, Kan., Dec. 5, 1899. Editor of PRINTERS' INK:

J E. Stewart, pastor of the Baptist church of this city, uses newspaper ad-vertising to further interests of revival vertising to further interests of revival meetings. Before starting the series he contracted for a certain amount of space in local newspapers. This he filled with dialogues, letting the sinner argue on one side and the Bible on the other. Incidentally he also advertised the place and hour of the meetings, and urged attendance, laying stress upon the eloquence of the ministers and the eloquence of the ministers and the beauty of the singing. E. G. KINYON.

SIGN BOOTS.

A noticeable survival of the pictur-esque old fashion of hanging emblems outside shops which dealt with the goods to be sold within, is the sign of the boot, which one may see hanging out-side a shoemaker's shop. Sign boots side a shoemaker's shop. Sign boots are made in two or three standard sizes and of other sizes to order. They are most commonly seen gilded, but are occasionally finished in some bright color, as, for instance, a brilliant red. The boot signs may be bought in the establishment of the dealer in emblem signs where there are also to be found signs, where there are also to be found the gilded fishes for the dealer in fishthe gilded fishes for the dealer in fishing tackle, the great gilded padlocks for the hardware dealer, and a variety of other signs of an emblematic character. Besides these familiar gilded or painted smaller boots, there is occasionally seen in front of shoe stores a giant boot, with the foot part perhaps three or four feet in length and the leg in boot, with the toot part perhaps three or four feet in length and the leg in proportion, four or five or six feet tall. These great boots, of which the number used is limited, are made of sheet iron or tin, and painted. They are not kept in stock for sale.—London News.



GENTLEMEN-MY HUSBAND IS PAR BETTER OFF SINCE TAKING YOUR BLIXIR, WHILE I MYSELF AM GREATLY BENEFITED BY ITS RE-SULTS. YOURS, ETC.

CHICAGO CIRCULATIONS.

CHICAGO CIRCULATIONS.

Chicago, Dec. 11.—In the libel suit of Herman H. Kohlsat, editor of the Times-Herold, against George W. Hinman, editor-in-chief of the Inter-Ocean, Martin E. Madden and others, a surprise was sprung in the criminal court this morning. It came in the form of a demand upon Mr. Kohlsaat to bring his books of account into court, and upon his refusal to accede to it application was made to the court for an order to compel him to do so. The reason set forth for this demand was that an examination of Mr. Kohlsaat's books would prove the truth of that part of the alleged libelous publication in which Mr. Kohlsaat was referred to as "a liar," "a dishonest business man," "a scoundrel," "a decifful man," "a reckless man," "a man dishonest in his business habits," "an impostor," "a vulgar cheat," and in which it was alleged "he pursued a career in Chicago journalism disastrous, dishonorable and dishonest."

In the affidavit on which his appeal to the court for the order upon Mr.

In the affidavit on which his appeal to the court for the order upon Mr. Kohlsaat is based, Mr. Hinman says that Mr. Kohlsaat caused his solicitors that Mr. Kohlsaat caused his solicitors of advertisements to represent to merchants that the Times-Herald had a week-day circulation of from 70,000 to 75,000 copies, and a Sunday circulation of from 100,000 to 125,000 copies, whereas he (Himman) believes that the week-day circulation of the Times-Herald is and was not greater than 35,000 copies, and that of the Sunday Times-Herald never exceeded 55,000 copies. In consequence of this application, the prosecution seems to have resolved

the prosecution seems to have resolved upon a new move. The first step was taken late this afternoon when a new indictment was voted against Mr. Hinindictment was voted against Mr. Hillman alone, based upon the embezzlement charge alone. The next step will probably be a motion to quash the original indictment and thus prevent the bringing of the Times-Herald's real circulations to light.—New York Sun.

THEATRICAL POSTERS.

The prevailing fancy for posters is costing theatrical managers a pretty The highly colored lithographs penny. The highly colored lithographs are so much in demand they are gathered up almost as soon as they are put out. Many of them are used by the enterprising young woman who has a den to furnish, but the greater number are sold to firms that make a business of cutting the pictures out and pasting them on boards of a dark shade. They then dispose of them to the large stores at wholesale. So great is the demand that a large share of the advertising paper issued by touring attractions is never posted, for bill-posters sometimes find it more profitable to sell out the lithographs they are given to put up than to labor all night penny. given to put up than to labor all night with brush and paste bucket. The amount of money thus lost by theatrical managers is large. A single-sheet managers is large. A single-sheet lithograph costs about 10 cents.—Chicago (Ill.) Record.

EXPERIENCE.

Editor's Friend—I see you have a new reporter. Has he had experience? Editor—He must have had a great deal. He insisted on getting his week's salary in advance.—Texas Siftings.

THE MODERN MAGAZINE.

The magazine editor calls his assist-ant to the awe-inspiring precincts of the

sanctum.

"Have you," he asked, "accepted that poem on 'The Power of Love,' by John L. Fitz-Jeffries?"

"It is done," replies the assistant.

"Well! Here is an article on 'Higher Culture,' by Richard Broker; an essay on 'Business Life,' by Prof. Greekroot; another on 'American Politics,' by the Rew. Darkhearse.and yet another on the another on 'American Politics,' by the Rev. Darkhearse, and yet another on the 'Efficacy of Prayer,' by Senator Banna. See that they are paid for at once. But who is the man who waits in the ante-

"He says he is a great author."
"An author! Show him the door. I have no time for authora."—Life.

A SPECIAL sale without anything special to sell stultifies itself.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Hust be handed in one week in advance.

EXPERIENCED circ'n man open for engage-ment Jan. 1. "CIRCULATION." Printers'Ink.

WANTED - Second-hand linotype machine, Address "LINOTYPE," care Printers' lnk.

WANTED-1,000 covers 501b. illustrated month-ly 16x11; pay, page ad. CHIPS, Marquette, Michigan.

W ANTED to buy paying daily in city of 10,000 or over. Give full terms and sample copy. W or over. Give full to Box 47, East Liverpool, O.

HALF-TONES (quality guaranteed), one col. \$1; ½ dos. \$0. Two col. \$2; ½ dos. \$10. Larger, 10c. per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, O.

WANTED—Capital to push three articles of merit, hair tonic and dandruff cure, tooth-ache jelly and corn cure. Locally sold for num-ber of years. H. C. FUELLER, Grafton, W. Va.

EXPERIENCED printer and publisher desires situation on daily or weekly paper. Can canvass, assist local, read proof and help at case. Wages moderate. References. Address "WORK," care Printers' Ink.

WE want a complete unbound file of PRINT-ERS' INK from Vol. I., No. 1, to Vol. II., No. 11 (eleven), inclusive. Who has them and whis is your price! THE CHARLESTON FURNITURE COMPANY, Charleston, III.

FERNALD'S NEWSPAPER MEN'S EXCHANGE sarches out competent editors, reporters and adv'g men, and recommends them to pub-lishers; no charge to employers; registration free. 15 Cedar St., Springfield, Mass.

Twill buy a pair of gold eyerlamee or special price and are retailed everywhere at \$5. We can suit any eye. Send \$1 and we will mail to your address a pair to suit you. CHICAGO OPTICAL CO., Buffalo, N. Y.

W ANTED—To buy, a good second-hand two-revolution, four-roller cylinder press, that will take sheet not less than 28x8 inches. Give full information as to make, time in use and condition. Miehie or Century preferred. Address WM. J. C. DULANY CO., Baltimore, Md.

ORDERS for 5-line advertisements 4 weeke \$19, in 160 Illinois newspapers: 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWNPAPER UNION, 16 Spruce 8k, New York. This price includes PRINTERS' ISK for one year.

A RE you looking for a newspaper man who can build up your circulation, increase your advertising, or who can take hold of the news end of your paper and make the most of your resources! If so, what will you offer! Open to engagement after January I. Address "L.," care Printeers' Int.

WANTED—Situation by linotype machinist.

Special facilities for economical operation
plant, "LINOTYPE MACHINIST," Printers' Ink.

A N experienced newspaper man, some means, wants a location to start a paper in a community which will assist the enterprise by taking half the stock; or he will buy, or lease with privilege of buying, an established paper upon same terms. If you have anything to offer, address, quick, "B. Z.," care Printers inf.

STEREOTYPE OUTFITS.

CTEREOTYPE outfits \$15 up; new method; make your own cuts in white on black and firmnofype, no etching. Send stamp. H. KAHES, 340 East 33d St., New York.

CIRCULAR ADVERTISING.

THE only direct advertising is by personal notification—the imitation typewritten letters we furnish are personal notifications. BOYD'S CITY DISPATCH, N. Y. City.

DISTRIBUTORS OF ADVERTISING SIGNS.

Y OUR advertising signs and other matter placed or distributed in all cities and towns of the United States and Canada. Write to us about it. DAVID S. SHEARMAN & CO., 136 Titutt S. Naw Vock.

ADDRESSES AND ADDRESSING.

2,500 NAMES and addresses, Mississippi and Arkansas; just compiled; \$1.

10,000 MAIL ORDER addresses, \$10; 5,000 agents' addresses, \$10. All ness.

ILLUSTRATORS AND ILLUSTRATIONS.

DESIGNS and illustrations.
230 Broadway, New York. É. H. PFEIFFER,

DO you need half-tones, line work, photo-engravings, electrotypes or stock cuts! Do you sometimes see the print of a cut you would like to have! If you do, clip it out and write us. We can make a cut of yourself from your photo-grash, or of your store or building. STANDARD ELECTROTYPE CO., Wilmington, Del.

BOOKS.

NO label or coupon necessary. Just send us your name and we will send you a copy of our cook book containing over 200 recipes for cooking with wine, brandy, etc., and 50 different directions for making fancy drinks at home. C. E. SWEZEY, with Brotherhood Wine Co., N.Y.City.

UST published - NUGGETS-A mine of rich JUST published – NUGGETS—A mine of rich advertising treasures—by the author of "Helpe Over Rough Places." Thousands of Snappy Headlines, Catchy Phrases, Bright Sayings, Holiday Headlines, Selling Arguments, etc.; adapted to every line of budness; one of the brightest works ever published in the interest of the merchant and advertiser; it will save you place to the merchant of the profit to your budness. Price, \$1.00 per volume. Address E. J. SalT., Adv. Mgr. F. & R. Lazarus & Co., Columbus, Ohio.

NEWSPAPER BARGAINS.

A BIG money making daily and weekly in has cidabo. \$5,000-\$5,500 or more cash. Owner \$4,000 - 18,000 or more cash. Owner \$4,000 - 18,000 or more cash. Owner day, one cash buys a Republican daily and weekly in Indiana. Good business. \$4,000 buys one half interest in daily and weekly newspaper in Illinois Splendid business. Will sell all for \$5,000. Owner prefers a reliable cash of the cas

\$2,000 buys a monthly poultry journal making over \$1,000 a year. Good property for a job printer or publisher of other papers. \$5,500-\$5,000 cash—buys one of the best country weekly properties in U. S. Large circulation, with prestige and a big \$ maker. Located in

eticut

Connecticut.

Dailies and weeklies in 38 States. Send for my special list. Any reliable properties for sale, "David" knows about them.

C. F. DAVID. Abington, Mass., Confidential Broker, and Expert in Newspaper Properties, 28 years' experience.

BLANK BOOKS.

M ERCHANTS and mfrs, use the "Acme Account Record" and reduce cost bookkeeping. For circular, COLUMBUS BLANK BOOK MFG. CO., 37 G, East Spring St., Columbus, O.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued December 1, 1899. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

HOW to double your subscription list. How to increase your advertising space 25 per cent. Price \$1 cach. Will send you one or both the to refund money if they will not add largely to your profits each month. It applies more specially for country papers, but can be used for other papers. Address 8. B. KIRLERY, 26 K. High St., Jefferson City, Mo. Reference Tribuse, Jefferson City, Mo.

FOR SALE.

OLDEST and best paying weekly in Central New York. Bargain. "A. A.," Printers' Ink.

MY services for the preparation of advertising matter for retail houses. 20 years' experi-ence. Terms reasonable. Correspondence solic-ited. PLESS, 317 East 90th St., New York.

LYERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one mercino will do St., New York.

VALUABLE newspaper property. Only even-ing daily in growing Western city. Leading paper of State, established twenty-five years. Has State, county and city printing. Plant al-most new. Worth §16,000 at lowestimate. Lino-type machines. Job work §16,000, paper \$50,000. Will pay \$6,000 to \$8,000 a year profit in right hands. Reasonable prices and terms. Will stand investigation. "DEMOCRAT," Printers' Ink.

ADVERTISING NOVELTIES.

NOVELTY calendars. CHICAGO ENVELOPE CLASP CO., Buchanan, Mich.

ENTIRELY new line for 1900 now ready. Or-ders for fall delivery should be placed at once. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

TRICYCLE WAGONS for merchants. A delivery wagon that's quick. Can be changed to advertising anything exclusive or used for adv. and delivery. A boy can run it. Lettered to suit. Price \$40. ROADSTER CYCLE SHOPS, Camden, N.J.

A UNIQUE ADVERTISING DEVICE.

The "Best Coin Carrier" is an advertising circular (folder) and carrier combined. It was designed primarily to advertise any line of business, and secondarily to carry coins through the mails. Its first cock is elightly more than that of a good, plain circular and less than that of

and the state of t

MAILING MACHINES.

PAN-AMERICAN, Matchless Mailer, pat. Jul. '99. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo.

HALF-TONES.

DERFECT copper half-tones, 1-col., \$1; larger, 10c per in. ARC ENGRAVING CO., Youngs-town, Ohio.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

NICKELL MAGAZINE guarantees its circuls tion claims, under a \$1,000 forfeit.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000. A DVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

GENERAL INFORMATION, E. Binghamton, N. Y.; 10c. line; circ'n 5,000; close 24; sample free.

Mail-Order Journal, Chicago, Ill.; 6,000 monthly; rate, 20c. a line; sample copy, 5c. A NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

NICKELL MAGAZINE ad rates, 30c, agg.;e line; \$50 page; 5, 10 and 30 per cent dis. on 3, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

THE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. COURLIER PUBLISHING CO., Rochester, New Hampshire.

A BOUT seven eighths of the advertising done of fails to be effective because it is placed in papers and at rates that give no more than one-tighth of the varieties in either papers. If you have the right advertising in either papers, if you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

New York.

New York.

THE HOME MAGAZINE, OF NEW YORK, is in its twelfth volume, having been started as the Commercial Travelers' Home Magazine. A year ago the name was changed to New York City. Since then the energies of the Magazine have been devoted more to pushing the circulation than toward building up the advertising patronage, upon the principle that circulation is absolutely essential to give advertisers mainfactured to the control of the contro

LETTER BROKERS. LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us! THE MEN OF LETTERS ASS'N, 503 Greenwich St., N.Y.

SUPPLIES.

A NY one can make cuts. New process, 50c. For circulars, A. P. HOUGH, Jackson, Mich.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'vd. 13 Spruce St., New York. Special prices

ADVERTISEMENT CONSTRUCTORS.

'M still at it. FRED GOLDSMITH WALKER, Salem, Mass.

RETAIL ads, \$1; new customers. AD BUREAU Box A, Farmington, Maine.

A. B. MERRETT, writer and printer of advertising, Grand Rapids, Michigan.

A FAYETTE PARKS, writer of good ads. 432 Park Row Building, New York City.

M EDICAL and Mail Order ARTHUR SWETT, 23 Hamilton Avenue, Chicago. PROFITABLE ad matter written. Write CHAS. A. WOOLFOLK, 446 W.Main St., Louisville, Ky.

S NYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

B OOKLETS for epicures in phraseology. MISS WOODLE, 6 Wall St., New York. Phone 3001 Cortlandt.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Inc.

OUR 3-inch ads, \$1 (any retail line), pre-pared by expert of 30 years' experience. PLESS, 317 East 90th St., New York.

A M in tiptop trim to turn out good advertis-ing. Been training with some pretty clever clients recently. Ask me something. JED SCARBORO, 20 Morton St., Brooklyn.

JOHN A. McCANN is very generally recognis-davertising, bookirts, circulars, etc., that Phila-advertising, bookirts, circulars, etc., that Phila-davertising, bookirts, circulars, etc., that Phila-tains. Strawbridge & Clothier, Prof. James H. Munyon, Syndicate Publishing Co., each repre-senting a distinct field of large advertising, will indorse this statement-newspapers, too. He is now in the general field and wants business. Not cheep, but good. Address F. O. Bor 78, Philas

DOKLETS, ADVERTISEMENTS, CHRCULARS, I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mech nical department of PRINTIES INS. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete and the control of th

CHEAP ADVERTISING.

The cheapest advertising proposition to the person who desires to reach advertisers is the classified advertising in Printers' INK At a cost of 25 cents a line a week PRINTERS' INK WILL PUBLISH YOUR story and place it before more than 22,000 of the very class of people you want to reach.

you want to reach.

If it is something wanted or something for sale and the price is right, one insertion of the story will accomplish the result.

Address orders to

printers' ink, 10 spruce street, New York.

MONDAY

NEW YORK JOURNAL,

AN AMERICAN PAPER FOR THE AMERICAN PEC NEW YORK JOURNAL AND ADVERTIS W. R. HEARST.

along with them. A Beacon Dood

flourishing condition.

the advertising in the Christmas issues of the three papers named in 1898 and 1899 much better able to own. Yesterday, for instance, the Journal printed 321 columns of advertisements, become traditional. which breaks all newspaper records in the history of New York. A comparison of far more salubriou We mention the Herald and the World in particular because their advertising All these hand rates are the same as the Journal's, which has been doing a little growing of its hearts of doting m Columns of Advertising. will show the following remarkable gains:

Vesterday's Christmas issues of New York newspapers filp-fiab, a balance test on his furnished, a gratifying proof of the growth of prosperity into an alin He can do everyth. The times are good, and the newspaper business is good. Here is a praiseworthy etc.

regulation infant. In this or The Herald, for instance, published yesterday 2513 col-coddled and swaddled to umns/of advertising, and the World 2504. These are great kept in close proximity In crib or bed they, figures, and we congratulate our contemporaries upon their much weight for ag-We are glad to see our neighbors enjoying a healthy mg. Their little m

are seldom heated to

.too delicate to brea

Give your baby a ch the snow nies.

1899 Gains,

1898

2517

Herald...... 211

will show the following remarkable gains:	Colum	ns of Adv	erfising.
1 1	1898	1899	Gains.
Herald 251# 404	211	2513	403
World	225	2504	25
Journal	211	3213	1103

the advertising in the Christmas issues of the three papers named in 1898 and 1899 much better able to

Blye your baby a ch

ow naturally.

Tie- childre are seldom heated to

Kreps.

snow files.

World's gain of 11 per cent and the Journal's gain of 52 per cent, measures both Money in Circulate increasing prosperity of the country and the growth of public regard for the gator of the New York about 450 tons, or something like three times the weight that could have been car- the United States amo but in sales. The white paper used in printing yesterday's edition amounted to enter staring that paper. In the Journal's case this regard was exhibited not only in advertising. In your house this The Herald's gain of 19 per cent in advertising in the past year, like the ried by the whole fleet with which Columbus discovered America.

represent the high water mark of newspaper work. The exquisite illustrations in of your paper to oor ten sections of yesterday's Christmas Journal, comprising about a hundred pages, body of the article. ditions were all favorable for breaking records, and accordingly every sort of sumes that the It is easy to see why this enormous issue should have been called for. The tion-is not such reproductions of the greatest paintings of the world could not have been obcolors were equal to the finest class of de luxe book printing. A few years ago tained at any price. The literary features were worthy of the pictures. The conrecord went to smash.

Enclosed is an article "Money in Circulation, Post showing that the

but the fac marked.

Tweffth street, N Ametaguam aven The article

patch he coined Ludge Gildersleeve dissolving the in- to the

Board of Public Improvements has ed from concluding the Ramapo

n of attack adopted by ored assur

PRINTERS' INK

A JOURNAL FOR ADVERTISERS. A JOURNAL FOR ADVERTISES.

EF Issued every Wedneaday. Ten centaa copy. Subscription price, five dollars a year, in advance. Six dollars a bundred. No back numbers. Description of the hundred copied to issue a new edition of five hundred copied to issue a new edition of five hundred copied to the season of the

Classified advertisements % cents a line: six words to the line; pearl measure : display 50 cents a line; 15 lines to the inch. \$100 a page. 'pectal position twenty-five per cent additional, if grant-ed; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor. PETER DOUGAN, Manager of Advertising and Subscription Department.

New York Offices: No. 10 Spruce Street. London Agent, F. W. Sears, 50-52 Ludgate Hill, E. C.

NEW YORK, DEC. 20, 1899.

STICK to the mediums that you have found profitable.

THE inquiry that is not followed up is likely to remain only an inquiry.

In the reason that made one advertisement fail, lies the germ of future success.

It's the salient features of the article that lead to popularity, not the article ensemble.

THE announcement that is misunderstood would be as valuable if it were never printed.

THE advertisement you use should harmonize with the class of people you desire to reach.

Economy in advertising is but good management-the getting the most out of the money expended.

EACH unnecessary display line weakens the force of those necessary to emphasize certain points.

Money spent in continuous advertising in the daily press draws interest that is compounded daily.

More failures result from advertising a little too little than from advertising a little too much.

THE circular is occasionally an efficient advertising medium in rural communities and in sections of great cities.

THERE is something peculiar or unique in every business upon which good advertising may be

Every form of publicity is good at a price. The best advertiser is he who can most accurately judge the relative value.

IT often happens that advertising does not increase the bulk of business done in a commodity in a community-only increases the share of it that comes to the good advertiser.

KNOWLEDGE of rates, of types, of media, is valuable to the advertiser; but unless knowledge of human nature exists in connection with it, desired results will not be accomplished.

Powers, of the Mr. E. E. Marion (O.) Star, will become advertising manager of the Rockford Register-Gazette on Jan. (Ill.) Ist. Everybody-including Powers - thinks the Rockford paper has secured a gem in its new acquisition.

PRINTERS' INK'S edition for November 22d was 32,500 copies; for November 29th 30,550; for December 6th 30,500, making a total output of 93,650 copies for the three weeks, which probably exceeds the sum total of all editions printed of all its various imitators in the United States and other parts of the world.

WHEN an advertisement writer writes constantly for the same firm, he is likely occasionally to find himself entirely run out of ideas. On such an occasion another adwriter. who has been compiling announcements on an entirely different business topic, and perhaps dis-covered himself in a similar state in regard to his own specialty, could aid adwriter No. 1 greatly by making suggestions, receiving in return from the latter the same service. Whether such an arrangement is in use anywhere PRINTERS' INK does not know; of its potency in evading the otiose mental state that comes occasionally to every brain-worker, there is little doubt.

THE edition of PRINTERS' INK for the issue of December 13th was 22,600 copies.

How much of the artistic character of present day advertising is due to the efforts of the advertisers of Pears' Soap? In the recent biography of Millais, the writer says: "As to Messrs. Pears, I cannot but feel that we ought to be grateful to them for their spirited departure from the beaten track of advertisers. The example they set has tended to raise the character of our illustrated advertisements, whether in papers or posters, and may possibly lead to the final extinction of such atrocious vulgarities as now offend the eye at every turn."

A LONG controversy has been going on in the Times and other London dailies in reference to the picture, "Bubbles," which the Messrs. Pears purchased from Sir J. E. Millais and utilized in advertising their soap. The discussion was precipitated statement in the recent biography of Millais by his son that the famous artist was "furious" at the usemade of his production, that he protested strenuously and that his wrath was only assuaged slightly by the excellence of the reproductions which were submitted to his criticism. Mr. Barratt, of Pears', distinctly controverts however, this statement of the attitude of Sir John, who, he says, at once expressed his opinion of Messrs. Pears' reproduction: "That's magnificent." Mr. Barratt further savs

In fact, he was full of praise. Encouraged by his generous words, I spoke of the advantage which it was couraged by his generous words, I spoke of the advantage which it was possible for the large advertiser to lend to art—he could give a very much greater publicity to a good picture than it could receive by being hung on the walls of the Royal Academy. Sir John Millais with alacrity appreciated that idea, and when I stated the extreme difficulty experienced by those desirous of advertising by means of the graphic art to induce good men to paint pictures, owing to the artist's fear for his reputation, Sir John, taking his pipe from his mouth, said, "What * * * nonsense! I will paint as many pictures for advertisements as you like to give me commissions for, and I will write you a letter for publication marking my appreciation of the excellent way in which you have dealt with my picture." picture."

THE new advertiser frequently finds that the experience of others is a dearer teacher than is his own experience.

A CORRESPONDENT Writes:

A social given by the Christian Endeavor Society of Gilman, Ill., recently gave a test of the impressions made by sixteen leading advertisers. It was given as an "advertising social"; the principal feature was a series of shadow pantomimes representing the figures given as an "advertising social"; the principal feature was a series of shadow pantomimes representing the figures used by sixteen advertisers. For instance: A cake of Pears' Soap held behind the screen beside a small piece of pasteboard conveyed the idea that "Pears' Soap wears to the thinness of a wafer." A pair of hands sawing a cake of soap with a string stood for Ivory Soap. The first prize went to a young woman who guessed thirteen of the sixteen advertisements presented, while the booby guesser picked out six. The advertisements represented were: Ivory soap, Pears soap, Rubifoam, Dent's toothache wax, Lion brand shirt, Durkee's salad dressing, Pearline, Royal Baking Powder, Maker Oats, Electro-silicon, Smith & Wesson revolver, Baker's chocolate, Williams' shaving the product of the strength of the same shaving and Longor and Loney's chocolate bon lons. The spectators were a class of intelligent and the same sharing the s The spectators were a class of intelliand spectators were a class of intelli-gent young people, none of whom would have made a special study of adver-tising effects. It looks as if a test in which 81 per cent of the advertisements were guessed from the figures cast on a screen makes a good showing for the illustrated advertisers.

IT IS EASY.

United States Land Office, Guthrie, Okla., Dec. 2, 1899. Editor of PRINTERS' INK:

We are publishing a journal and I write you to ask information how to get foreign advertising. Our journal is 16 pages and has a circulation of 10,000 copies. This is actual and not a lie to get money out of our advertisements. I shall be obliged if you can give me the desired information. Sincerely, Dr. H. WARDER NEWBY, President of the Southwestern School of Magnetic Healing, Guthrie, Okla.

The first thing to do is to see to it that your paper is correctly described in the American Newspaper Directory and to satisfy the editor of that work that you actually have the circulation you To do this give him a statement of the actual number of copies printed for an entire year preceding the date of your report. When you convince the Directory that your circulation has been what you claim, advertisers will think it reasonable to suppose your issue for a year to come will be pretty near what you estimate it will be.—[Editor Printers' Ink.

NOTES.

THE Home Magazine for December (N. Y.) makes the experiment of printing one of its forms of advertisements in two colors.

THE Billposter-Display Advertising (N. Y.) for December contains an interesting article on "Billposting in South Africa."

The Successful Man of Business, published by Brentano, aims to discuss the various phases which enter into the attainment of commercial success.

THE Brotherhood Wine Company, of New York, issues a booklet called "The Vintage," containing a large number of recipes wherein wines and liquors are

Men's Wear is published by the Waldo-Fairchild Company, 695 Broadway, New York, and Men's Dress Publishing Company, Times Building, New York.

General Information (Binghamton, N. Y., 10 cents) for December publishes a list of mail order mediums with circulation, rates, dates of closing of forms and subscription prices.

THE McBee Trading Company, of Knoxville, use the phonetic system of spelling in their advertising. This is the heading of a recent ad: "A milyon qilt peces on sale toda in the great pound pit."—Advisor.

pound pit.—Aavisor.

The barbers of Manchester, N. H.,
advertise once a month in local dailies,
the names of the shops employing union
men, to the end that persons in favor
of the union shop idea may know
which "parlors" to patronize.

PRINTERS' INK, published by George P. Rowell & Company, New York, should be found in every business house. It is a dispenser of ideas to the man who writes advertisements, and a benefit to the merchant.—Wilkesbarre (Pa.) Record.

barre (Pa.) Record.

McClure's Magazine sends to ministers the "editor's introduction" to Ian Maclaren's "Life of the Master" (Christ) and several of the colored pictures in the December issue of the magazine, with the intimation that they may be interested in bringing this biography to the notice of their flocks.

The largest bievele eyer built was

DIOGRAPHY TO THE HARPEST DIOGRAPHY TO THE HARPEST DIOGRAPHY THE HA

NEWPORT NEWS, Va., Dec. 4.—A bold advertising dodge was brought to light to-day through the city postoffice. About 150 men here in the past day or two have received letters, postmarked Cincinnati and addressed in a feminine hand. Each letter had been cut open at the end, and in the lower corner were the words: "Opened but not read." Inside on tinted paper, written in a clear y hand, was an affectionate which wound up on the second page by recommending a Cincinnati whisky. A number of persons receiving these complained to the postmaster these complained to the postmaster

very object of the dodge-some threatening to carry the matter to head-quarters. In this way the firm is get-ting considerable advertising and there is no postal law, it is said, to prevent the deception.

Tossph Chbistoffel Hoagland, president of the Royal Baking Powder Co., and of the New York Tartar Co., died December 8th at his home in New York, aged 58 years. Death was caused by kidney trouble following a stroke of paralysis. Mr. Hoagland was born in Miami County, Ohio, and was educated in Troy, N. Y. He served in the United States army during the Civil War. In 1866 he founded the Royal Baking Powder Co. A wife, a daughter and two sons survive him. Mr. Hoagland was a member of the Holland Hoagland was a member of the Holland Society, the Union League Club, the Ohio Society and other social organiza-Ohio Society and other social organiza-tions. He was exceedingly rich. When he started the Royal Company Mr. Hoagland had little capital, and was assisted by his brother, Dr. Cornelius N. Hoagland, and by William Ziegler, of Brooklyn. The brothers quarreled, and the doctor purchased the Cleveland Baking Powder business. He died sev-eral years ago, and his company as well as the Price corporation was united with the Royal last spring.—National Advertiser. Advertiser.

CHARLES KINGSBURY MILLER, man of the flag committees of the Sons Revolution and the of the American of the American Revolution and the Society of Colonial Wars in Illinois, and an executive member of the American Flag Association of New York, has forwarded to every representative and senator at Washington, a document appealing for the enactment of a law for the protection of the flag and to prohibit its use for advertising or commercial purposes. The petition, which is headed "Desecration of the American Flag. Our National Disgrace." American Flag, Our National Disgrace," is accompanied by indorsements from hundreds of public men, including expresidents of the United States, members of President McKinley's cabinet, foreign ambassadors and ministers, senators, soldiers who achieved distinc-tion in the Spanish and civil wars, men leading educational and many All of the communications are others. strong indorsements of a flag law and call upon congress to enact such a measure without delay. "We ask for measure without delay. We ask for flag legislation, not to make our American people patriotic by law, which is absurd and impossible," says the petition, "but to teach our unthinking citizens that they must treat with public respect the symbol of the government, under which we in common enjoy our freedom." joy our freedom.

CONTROVERSIAL ADVERTISING.

Keep out of controversial adver-tising; but if by any means forced into an advertising war, state whatever facts may be necessary for self-justification quetly without personalities and with-out unnecessary adjectives. If the other man stoops to abuse, so much the worse for him.—Clothier and Haber-

A LARGE advertisement gains mo-mentum from its size.—Pacific Coast Advertising.

ABOUT THE TYPEWRITER.

While we are having no end of we seem to typewriters nothing in that line that is specially novel. They all seem to have about novel. They all seem to have about the same principle. The typewriter is only in the beginning of its develop-ment. The time will come when you will not only have the noiseless type-writer, but the stenographic writer, and when these are combined you will find the stenographic witting in a public when these are combined you will find the stenographer sitting in a public hall taking notes, which are reproduced by wire in another room where his assistant will sit at another machine and write out those notes in copy ready for the printer. That is one phase of the development that will be a vertex by come. Another will be a system by which you can sit in your office in Boston and write on your typewriter a letter that will be reproduced in Seattle or Houston or Toronto exact-ly as you have written it. Why these improvements have not already come I cannot say. There are several im-provements in the typewriter that ought to have come long ago. One of these is automatic carriage action. When you reach the end of a line on any of the present machines you have to stop everything and put the car-riage back. I have long wondered why that should not be made to act auto-matically by the touch of a key. It is nonsense to say that it cannot be done, for a hundred things that are far more difficult are done every day in far more difficult are done every day in mechanics. The fact is makers of these machines know that they have money-makers in their machines as they are, and they are loath to return to the experimental stage. That stage with all machines means big outlays and small returns, and they are in-

clined to let well enough alone. With clined to let well enough alone. With regard to the stenographic typewriter it can be said, of course, that the stenographers do not take to such an idea, and almost to a man say that it is impossible to devise a machine that can be used for this purpose. They view it, of course, from their standpoint. When there is a sufficient demand for this machine it will come and not all the stenographers in Christendom can block its progress for a single day.—Boston Record.

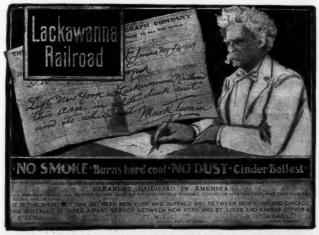
ADVERTISING ENDARS. CURRENT

The Chicago Great Western Railway, Chicago: Indian calendar, being Rinehart's pictures of Chiefs Wolfe Robe, Louison, Hattie Tom and Hollow Horn Bear, produced in colors on heavy art board; 4 sheets 8x13½ inches, tied with silk cord, each sheet control of the colors. Some only on the colors of the colors of the colors of the colors of the colors. taining head 6x8 inches. Sent only on receipt of 25 cents. The advertising agent tells PRINTERS INK the first edition was exhausted in eleven days, the third edition having already been ordered.

"Little Sweethearts" calendar. Six groups, each in twelve colors, size 10x1244, on fine whatman paper; tied at top with silk ribbon. From water color designs by Frances Brundage—

color designs by Frances Brundage—the famous painter of children. Each sheet contains two months' dates for 1900. Published by Frank Leslie's Popular Monthly, 141-143 Fifth avenue, New York, and sent for a coupon and twenty-four cents in stamps.

Lehigh Valley Railroad, 26 Cortlandt street, New York; a steel engraving of the Black Diamond Express, a view of the Susquehanna River and a map of the country traveled by the trains of this road. Distributed by local agents or mailed for 6 cents postage. this road. Distributed by loca or mailed for 6 cents postage.



Many an advertisement that makes an honest proposition does not have an honest ring about it.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2-line initial letter. Must be handed in one week in advance

CONNECTICUT.

NO dead pages, no tucked out-of-sight places in the New London DAY. You can have position on a page that every reader will cer-tainly see.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 23,000 monthly. Covers South and Southwest. Advertising rates very low.

MAINE.

THE COURIER-GAZETTE, Rockland, Maine, goes regularly into a larger number of families in Knox County than any other paper published. "All the Home News," its motto. Advertising costs a little more than in some papers, but if you're in the COURIER-GAZETTE you're sure to be seen.

CANADA.

(VANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

ADVERTISING.

I RINTERS' INK, published weekly by Geo P. Rowell & Co., was the first of the now numerous class of journals devoted to advertising, the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators. PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newsewide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing anvocating to-day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price §6 a year. Advertising rates, classified 25 cents a line each time, display 60 cents a line. Address PRINTERS' INK, 16 Spruce St., N. Y.

Displayed Advertisements.

Must be handed in one week in advance,

Published at Phoenix, the Capital of Arizona, asks for patronage on

these grounds:
It is the only newspaper in Arisona published every day in the year.
It is the only newspaper in the Southwest,
It is the only newspaper in the Southwest,
press and a battery of the Opporates a perfecting
It is the only newspaper in Arisona that has a general circulation.
The circulation of the KEPUELICAN exceeds the combined circulation of all the other daily newspaper.
For rates address.

For rates address,

Charles C. Randolph, Publisher, or H. D. La Coste, 38 Park Row, New York.

(0) [5] [1]

No. 10 Spruce St., New York, the Geo. P. Rowell Advertising Agency keeps on file the

LEADING DAILY AND WEEKLY PAPERS

and Monthly Magazines; is authorized to receive and forward

ADVERTISEMENTS

at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

Established 1882.

Daily and Weekly.

For quickest and best route to the homes of the best people of Central Pennsylvania use

THE PATRIOT

Harrisburg, Pa.

Daily Circulation, 7,588.

00000000000000000

Informat atest

CONCERNING NEWSPAPER CIRCULATIONS.

NVALUABLE for advertisers. AMERICAN NEWSPAPER DI-RECTORY. Published December 1, 1899. 31st year; 4th quarterly issue : 1408 pages. Price five dollars. Delivered, carriage paid, on receipt of price. GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

is a strictly high-class sporting magazine of thirteen years' standing, and reaches almost every weil-to-do sportsman in the West, the Northwest and the South.

Advertisers will find its readers to be buyers and well worth becoming acquainted with through its advertising columns.

Rates - One inch, \$4 per month; two inches and over, \$3 an inch. Page is regular magazine size.

SPORTS AFIELD PUBLISHING CO., 358 Dearborn St., Chicago.

E. H. CAVE, EASTERN MANAGER.

147 EAST 30TH ST., NEW YORK CITY.

Hamman Marian Ma

The Pawtucket (R.I.) Evenina

goes into the homes of the wage-earners of the Blackstone Valley (a hive of industry with 100,000 population and 60 varied lines of manufacturing), who carefully scan its advertising columns, because they

buy the closest.

The only Democratic daily in its territory, The Tribune is steadily growing in circulation, prestige, influence and popularity. The leading local and general advertisers are constantly represented in its columns. Write for rates.

THE TRIBUNE PUBLISHING CO., Pawtucket, R. I.

J. W. BUCKMASTER, Advertising Manager,

VICK'S MAGAZINE.

Third Series. Greatly Improved. Magazine Size. Elegant Colored Plate and 32 pages of Reading Matter in Each Number.

JAMES VICK has left the seed business to devote his entire time to making VICK's the BEST HORTICULTURAL MAGAZINE IN AMERICA.

Vick's Magazine is not connected with any seed house or nursery. Prof. Bailey, of Cornell University, author of "Horticulturalists' Rule Book," etc., is a regular contributor. Prull, plain directions in all lines pertaining to horticulture. Head Vick's and be successful. One year, 50c.; three months' trial, 10c.

VICK PUBLISHING CO., ROCHESTER, N. Y.

144.4 #14.41414 #14.4 #14.4

It's Cheir Business

To ascertain which paper brings best results and ninetenths of the local advertisers DO with unerring accuracy. Nine-tenths of Springfield advertisers spend more money for advertising space in "THE PRESS" than in any other newspaper. Select at random, any ten of them, and ask which paper has the largest circulation; brings greatest returns; gives most for the money, and stands highest in the estimation of the people. Do this and we will get your Business.

Che Daily Press

Has larger circulation than any other Springfield daily.

Che Sunday Press

Has more than the combined circulation of all other Springfield dailies. If you want more proofs address

The Springfield Publishing Company,

Eastern Representative H. D. LA COSTE, SPRINGFIELD, OHIO.

38 PARK ROW, NEW YORK.

I Complete the Whole Job.

I will write your booklet or circular, will have it illustrated if necessary, will set the type and print it. Some of the best advertisers in the land leave such matters entirely to me, and I have yet to hear of one who was not thoroughly pleased. Or I will do any part of the work here mentioned. Write me about what you have in mind.

WM. JOHNSTON, PRINTERS' INK PRESS, 10 Spruce St., New York. LE MARLE LINE MARLE MARLE MARLE MARLE

"A thing of beauty is a joy forever."

FOR THE NEW YEAR 1900.

With the issue of December 24, the

Brooklyn Daily Eagle

will present to each of its readers a handsome HOME CALENDAR for the year 1900. This will not be an office calendar, but a calendar for the home---a success of beautiful lithographing and embossing work.

A pleasure to the eye while it hangs on the wall during the entire year.

The **H**erald in **Baltimore**

GIVES THE BEST RETURNS TO ITS ADVERTISERS.

The Morning and Sunday Herald

during 1899, has made greater gains in advertising than the combined increase of all its local contemporaries.

The HERALD is the recognized financial medium of Baltimore, carrying the greatest number of columns of financial advertising.

If you, as a foreign advertiser, are looking for results in Maryland and the South, the HERALD should be your first choice.

The Baltimore Herald

WESLEY M. OLER, President and Publisher, FRANK F. PEARD, Treasurer and Business Manager.

THE S. C. BECKWITH SPECIAL AGENCY
NEW YORK AND CHICAGO.

A Proposition

Semi-Weekly

AMERIKAN

Has a Circulation of 40,000

Seventy-five per cent of these are farmers and the remaining 25 per cent reside in cities. The paper is found in every hamlet of the United States wherever any number of Bohemians are inhabited. They are industrious and economizing and most of them well-to-do.

Our rate is \$2.00 an inch,

but will give such advertisers who have not tested the merits of this publication a very low rate for a limited amount of space.

If you wish to take advantage of this proposition, write promptly to

THE STEVE W. FLOYD SPECIAL AGENCY,

1318 American Tract Society Bldg., New York City, or

M. Geringer, Mgr. The Amerikan, Chicago, III.

The Business-end of Advertising

It is the hope of reward which at all times sweetens labor—profitable results are the hope of every business—de facto, the very life of every business.

Advertising is the business man's lever for larg-

est results-it must, therefore, be strong.

Competition has made Advertising an imperative necessity to business, and, as the "blood of martyrs is the seed of the church," so this necessity for advertising became the seed of the "adwriters"—a crop of exceedingly luxurious fruitage.

We are specialists in writing advertisements. We want a few more clients; we work to the glory of the business-end of Advertising. We have solved

some very hard problems, earning success.

In daily touch with living business, we have confidence in our power to prepare profitable advertisements.

We invite your consideration of the advertisements of The Mulford & Petry Company, in PRINTERS' INK for the past year. They are fair illustrations of our work, and we believe, with all modesty, they offer the only logical literature of the year, in re Street Car Advertising.

We refer, by permission to The Mulford & Petry

Company as to profitable results.

We have no time to mail samples—we are not experiments. We are preparing profitable advertisements for others, we feel confident of giving you satisfaction. To this end we solicit business.

Brownell & Humphrey,

925 Chamber of Commerce, Detroit, Mich.

115 Advertisers

SELF CULTURE MAGAZINE'S ...

December Number

WHY?

- Because it is the only monthly magazine with a national circulation published west of Philadelphia.
- Because it appeals to and reaches homes where culture and character are appreciated, and carries to those homes something of interest to every member.
- 3. Because it is essentially an American magazine, appealing to genuine healthy Americanism, magnifying American institutions and American history. As evidence it is the only magazine published in America containing in its December number an illustrated article on the

"100th Anniversary of the Death of GEORGE WASHINGTON."

- Because it makes honest claims of its circulation and reaches the rich, mighty empire of the Middle West.
- Because it appeals to clean, legitimate advertisers and pays them.

It seeks new business, your business if you want to reach progressive, honest people, who, in the language of Mr. C. H. Higgins, A. G. P. A. of the Atchison, Topeka & Santa Fe Railroad, "who have the money to foot the bills."

Sample copies sent for the asking. Rates will be given by any reputable advertising agency or

SELF CULTURE MAGAZINE, AKRON, OHIQ.

Eastern Office,

111 5th Ave., New York.

My New Job Black

Office of the Worcester Times, Worcester, N. Y., December 8, 1899.

Workester, N. Y., December 8, 1899.

Printers Ink Jonson, New York City:
I have the pleasure to say that the job ink ordered recently of you is superior to anything for the price I have ever used. It works well on any kind of fine work; gives a rich, lustrous black, and does not gum up on the press. The ink is the Rabbit's brand, put up in tubes. I am very grateful for your care in selecting for me so excellent an ink, Yours, etc.,

CHARLES C. WENTZLER.

The ink praised by Mr. Wentzler is a special job black which I had manufactured for printers who do not care to wash up their presses each evening. It is just what the small printer wants, and even the large printer can use it with satisfaction on book or catalogue work. It does not skin. Can be exposed a week or more without injury.

Does not harden on rollers!
Does not dry on the disc!
Is free flowing in fountain!
Can be used on all classes of paper.
Dries quickly when worked.
DOES NOT OFFSET.
Is very brilliant.
Printers appreciate what a saving there is in buying this ink.
There is no waste.
Every speck of it can be used.
The last ounce will work as clean as the first.

I put it up in one-pound tubes, and will deliver it to any part of the country for One Dollar a tube. I make special prices when ordered in quantities, and will place it against any black ink in the country for depth of color.

Address

PRINTERS INK JONSON,

13 Spruce St., = = New York.

SEND FOR MY PRICE LIST OF COLORED INKS.

RODAN TABULES

Doctors find A Good Prescription For Mankind

Ten for five cents, at Druggists, Grocers, Restaurants, Saloons, News-Stands, General Stores and Barbers' Shops. They banish pain; induce sleep, and prolong life. One gives relief! No matter what's the matter, one will do you good. Ten samples and one thousand testimonials sent by mail to any address on receipt of price, by the Ripans Chemical Co., 10 Spruce St., New York City.

The Buffalo Courier AND Buffalo Enquirer

which have a combined circulation exceeding

85,000 DAILY

(CUARANTEED)

Offer advertisers the lowest rate per thousand circulation in New York State, outside of Manhattan Island.

The prosperous readers of these papers respond promptly to advertising therein, as a trial will show.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

Tribune Bldg., New York.

Boyce Building, Chicago.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, eatilogues or plans for advertising. As many as possible will receive full, honest, carriedism. There is no charge for it. PRINTERS' INK "pays the freight." Criticoli, 18070 is to compare to the

"Munsey on Advertising No. 2" is a violently red book. Its carefully premeditated purpose is to stir up the animals among publishers and advertising agents.

The booklet contains nineteen bright red questions that will be considered pertinent or impertinent, according to the reader's point of view. So far as I can see they are perfectly pertinent and strongly sensible.

Question No. 9 is as follows:

If it is your conclusion that the advertising agent is the representative of the publisher, and not of the advertiser, then it is obviously very proper that the publisher, not the advertiser, should pay the advertising agent. Is it not also obvious that with such a conclusion you would be at sore disadvantage in placing your appropriation in the hands of an agent representing the interests of the other fellow instead of your own? And would it not also be true that if the publisher were to pay the advertising agent he would pay him with the advertiser's money? Isn't the advertiser's money the only money involved?"

This, together with Question No. 10 and Question No. 11, which follow, seem, to my mind, to be unanswerable except in the way in which Mr. Munsey would like to

have them answered.

"Question No. 10.—If it is your conclusion that the advertising agent is a merchant, a dealer in space, one who buys at the lowest price at which he can buy and sells at the highest price at which he can sell-if this is your idea of an advertising agent, and there certainly are such agents, should you, following your own interests in the advertising department as closely as you follow your interests in any other departmentshould you be guided as to what mediums you will use, and where your money will be spent, by such an advertising agent? In the very nature of the case is it probable, or even possible, that you will get as good service, as faithful service, from such an agent as you would get if you placed your own advertising or if you had the services of a man whose whole purpose was to serve you, and for whose services you either paid him a salary or a commission for the work done?

Question No. 11.—If it is your conclusion that the advertising agent is your representative and not the publisher's, then why in common sense is it not wiser and better for you to pay him direct for his services than to have him receive this remuneration from the publisher whose rates for advertising are advanced sufficiently to

cover, or more than cover, the commission to the agent?"

The book contains so much that is good that it is practically impossible to quote from it without quoting it all, but the three questions that follow, taken together with the foregoing, seem to state the case pretty fully, as far as the advertising agent is concerned.

"Question No. 5 .- Do you regard the advertising agent, the man into whose hands you place your appropriation, and on whom you depend to work for your interests as faithfully as you would work yourself-do you regard him as your agent or as the agent of the publisher? There is no more vital question for an advertiser to settle than this. You have doubtless read some of my arguments on this point. I may be all wrong. I would like your judgment on the matter.

"Question No. 7 .- Is it not the purpose of the publisher to get the highest price possible for his circulation, and on the other hand is it not the purpose of the advertiser to buy circulation at the lowest possible price? If this be so, is it possible for one man, whether he

be advertising agent or what not, to serve faithfully at the same time the contending interests of

these two parties?

Question No. 8.—If you were placing your own advertising, as many men do, could you work for your own interests and at the same time be the agent of the publisher -so faithful and serviceable an agent to him that he should reward you with a commission on the business you sent him? If you could not do this for yourself, how is it possible for the advertising agent to do it who in serving you is, so to speak, another part of yourself?"

In talking with advertisers, publishers and advertising agents I am generally able to get the admission that Mr. Munsey is right in his general proposition. It is his way of stating it that is offen-

sive to some.

I find that advertisers, almost without exception, agree with Mr. Munsey's proposition in toto.

Publishers and their representatives disagree with considerable enthusiasm, but as you bring out the facts and insist on direct answers their objections evaporate and all that is left for them is the statement that the ideal condition would be that in which the advertising agent were solely and entirely the agent of the advertiser, giving him the absolute net cost of all space purchased, and charging him for whatever service is rendered at a rate to be fixed between them. They assert, however, that this ideal condition is impracticable.

What they mean by that is that if the advertiser were able to buy space in all publications at the same price at which the advertising agent could buy it, he would place the business himself, make his own copy and illustrations and attend to all the details that are now looked after by the

The theory of these gentlemen apparently is that the service the agent renders is of no account, and I have no doubt that in many cases

they are right.

It is doubtless true that often an advertiser's money is spent by an agent with less judgment, and with less thought of getting the worth of it, than would be used if the advertiser dealt direct.

An agent of this sort has no right to exist. If the fact that he can get a discount when the advertiser can not is the only thing that brings him orders, then it is evident that he is a parasite, a barnacle, and that his existence retards the progress of advertising.

There are definite and valuable services that an advertising agent may render to the advertiser, and advertisers are becoming more and more willing to pay for these

services.

There are a number of advertising agents in New York City. and I presume elsewhere, who render positively no service at all. The only reason that they figure in the advertiser's calculations is that they get ten or fifteen per cent commission from the newspapers and divide this commission with the advertiser in varying propor-

The advertiser employs his own advertising manager, who decides what papers and what space to use, and who prepares the copy. For this service he is paid by the

advertiser.

He could just as well as not send the copy to the newspapers and look after the proofs but he is not "a recognized advertising agent." Therefore, the advertiser must pay tribute to the man who is a recognized advertising agent, and who is of absolutely no value except as he is willing to divide commissions. There is no reason for his existence. He is simply a relic of the past.

In the last fifteen years business methods in almost every line have revolutionized. Changing conditions have forced some men out. Of course those who were forced out didn't like it. They thought it was all wrong, just as old-fashioned advertising agent now thinks that the new con-

ditions are all wrong.

The advertising business cannot be handled as it was fifteen years ago, or ten years ago, or even five

years ago.

Ten years ago there were very few special agents representing, in New York, publications issued all over the country. Only a lit-tle while before the only direct medium of communication between advertisers and publishers was the general advertising agent, who at that time took his commission from the publisher and charged the advertiser nothing for

his service.

The publisher, realizing the need for more special representation than the general agent could or would give, employed a solicitor to call upon advertisers in the larger cities. This man was a special agent. One of the first of these was Leander H. Crall. One of the most successful was, and is, S. C. Beckwith, and the readers of Printers' Ink are familiar with the names of many of the others.

As the plan proved its usefulness the number of special agents has grown until there are probably not a dozen dailies of over five thousand circulation that have not their special representatives in New York, or Chicago, or both.

Weeklies and monthlies of general circulation have their own special representatives to call on advertisers, both in the cities of issue and elsewhere. Thus, more or less accurate information about rates, circulations, etc., is readily available to the advertiser. This information he was formerly com-pelled to get from the general agent, or from the paper direct, by voluminous and tedious correspondence.

The existence of a special agent makes the general agent much less necessary, and the growth of the business of advertisement writing has also taken away from the general agent one more plea for em-

ployment.

I do not believe there is any general agent now, who deals honestly with his customer and who really renders service, who would not do just as much business, and be just as well satisfied, if every publisher in the country were to adopt Mr. Munsey's plan of charging one rate to everybody-to advertiser and advertising agent

Those who object most strongly to Mr. Munsey's proposition are the ones who know, right down deep in their own hearts, that the services they render to the advertiser are not worth the money they are enabled to get for them under

present conditions.

To be sure, the establishment of flat rates all around would not do away with private rebates and rake-offs, which some people dislike to have called by their real name-bribery. There are rebates and rake-offs in all businesses. There are probably no more and certainly no less of them in the advertising business than in many others.

The man who is buying large quantities of any commodity usually finds that there are a great many things that he can have for nothing. Whether or not he accepts these things depends, first, upon his early training and his ideas of honesty and, second, upon his idea of the degree of certainty that he will not be found out.

Mr. J. Vickery Langhorne, manager of the Langhorne Music Co., of Norfolk, wants to whether I think he is capable of writing his own advertisements and, as an example of his abilities, submits a letter head which he says is his latest attempt.

The letter head is printed in blue and red and is not only a letter head but a letter side. It runs down the left-hand side of the sheet nearly to the bottom and comprises a considerable list of names of pieces of music which are called "Langhorne's and of names of Whittemore's Successful Ballads, together with descriptions of the same. It is more the nature of a catalogue than a letter head.

It is printed in several kinds of type and looks confused and hard to read. Mr. Langhorne will do better to make his letter head a letter head and advertise his wares in the proper place at the proper

A letter head of this description doesn't give one a very flattering impression of the character of the house from which it comes. The best letter head is the simplest and plainest possible, and printed in clear, plain and severely dignified type. Such a letter head carries with it the inference that the house it comes from is a solid, stable, substantial concern. The other kind carries a contrary impression.

In the Advisor for December, I find the following:

"MAGAZINE ADVERTISING.

"The magazines of to-day carry too much advertising, and not enough reading matter. McClure's Magazine for November contained 216 pages of advertising and only

of pages of reading.

"Advertisers who cannot afford to use large space in the magazines, find their ads buried in the great mass of advertising pages; unless you have a page or a halfpage you will be lost in the shuffle.

"The magazines ought to give more reading matter; not that that would make the advertising more profitable to the advertiser, but it would give those people who buy the magazine for its literary features a fair run for their money.

"The Ladies' Home Journal has an established rule of a column of reading for a column of advertising, and this has proven satisfactory to advertiser and reader.

"Big magazines should curtail their advertising or stop publishing so-called literary features and say plainly that the magazine is published for the advertising rather than for the reading matter.

"The advertising is the most attractive feature of the magazines

anyway."

Doubtless if McClure's Magazine would confine paid advertising to just one page, that one page would be worth more to the advertiser than one page in McClure's is worth now. But the single advertiser would have to pay a fancy price for this page or McClure's Magazine would have to go out of existence.

The whole question of whether or not magazines carry too many advertisements in proportion to reading matter is settled by the results that the magazine brings

to the advertiser.

If there are so many advertisements that they are rendered unprofitable to the advertiser, he will pretty soon drop out, and the overcrowded condition will cease. As long as the space pays the advertiser he will stay in whether the magazine carries six pages or six hundred and sixteen.

There is nothing in the constitution or statutes of the United States that can compel an advertiser to use a publication that he doesn't want to use. If he finds it unprofitable he can stay out and go into something that is profit-

able.

A most remarkable thing, however, is that the publications that carry the most advertising are generally the most profitable. This luminous fact was discovered by the same man who found out that large, navigable rivers always ran past big cities. This peculiar geographical fact is exactly analogous to the advertising fact that McClure's for November carried two hundred and sixteen pages of advertising.

It may be that two hundred and sixteen pages is too much. It may be that it was so much that November advertisers didn't get returns. And I am willing right now to register the prophecy that if they didn't McClure's will not carry so much advertising next

November.

The advertiser who was buried in this two-hundred-and-sixteen page bunch and who yet got profitable returns will probably be represented in *McClure's* next year, even if the number of advertising

pages is doubled.

Of course it would be more generous on the part of Mr. McClure if he would be willing to get rich a little less rapidly and consent to give us a few more pages of reading matter and pictures? But so far as I can figure it out that is Mr. McClure's own business, and as long as he owns the magazine it is his great North American privilege to put in just as much or just as little reading matter as he pleases.

Of course it is a generous and lovely thing for the Ladies' Home Journal to run a column of reading matter for each column of advertising, but it proves nothing except that Mr. Curtis' ideas of running a magazine differ from those of Mr. McClure's.

Doubtless there are advertisers

who will tell you that they get better results from the Ladies' Home Journal than they do from McClure's, and there are others who are equally emphatic in an exactly opposite statement, and each will continue to advertise in the publication that seems to bring him the best results, irrespective of the amount of advertising the publication carries. In other words, water will continue to run down hill, the good, old law of supply and demand will not take any vacations and we will continue to have differences of opinion about things which are strictly none of our business.

A very handsome booklet, sent out by Charles Dennehy & Company, of Chicago, advertises "Old Under Roof," but carefully conceals information as to just what "Old Under Roof" is.

It is apparently something to drink, for the red-coated, whitewigged gentleman on the title page is holding up a glass in the "here's how" attitude. Throughout the book are various other gentlemen in clothes of assorted colors, each in some stage of the process of taking a drink.

If you examine the text closely you will find that "Old Under Roof" is rye whisky, but you ought not to be compelled to look closely at an advertisement to find out what it is all about. That should be apparent on its face.

If you have a long story to tell, by all means tell it, but make its subject quite plain so that a casual glance will do some advertising.

If the story can be told in a few words in big type, that is what should be done, letting the details, if necessary, follow in type of any readable size.

A very effective piece of advertising is sent out by Redfield Bros., printers, of 411 Pearl street, New York.

It is a fac-simile of a letter received by Louis Rhead, which reads as follows:

"The private secretary is commanded to convey the Queen's thanks to Mr. Louis Rhead for his

letter of the 3rd inst., and for the accompanying copy of two editions of Tennyson's 'Idylls of the King,' which he has so kindly presented to Her Majesty.

"Secretary Arthur Begge is to add that the Queen prefers to keep the book in the ordinary binding and will not trouble Mr. Rhead to send a specially bound copy.

"21 January, 1899."

The letter is sent in an envelope correctly addressed and bearing a veritable stamp of the British Empire for twopence ha'penny.

There is an inclosure of a very odd and artistic card giving simply the name and address of Redfield Brothers.

Much advertising fails reaching its highest effectiveness because the parts of the plan on which it is done do not fit into one another.

The mere insertion of advertising in newspapers and magazines is not enough, no matter how good the advertising is.

The entire business must be kept up to the advertising pitch.

Everybody connected with the business should know that the advertising is being done, and what it is being done for.

The traveling men particularly should be kept posted.

If the article offered for sale is handled by retail dealers, and most articles are, the dealers should be made acquainted with the plan, scope and progress of the advertising.

Inquiries received should have not only prompt attention but continuous attention. An advertiser has not done his duty when he sends out the booklet or catalogue that he offers in his ad. He should keep track of that inquiry until he finds out that the inquirer has purchased or has no money with which to purchase.

The mere insertion of a few advertisements in newspapers or magazines, with nothing else to follow, is about like throwing a lot of seed into a field and letting it come up or not just as it happens. The red flag of the sheriff would soon decorate the premises of the farmer who farmed as a great many business men advertises.

The Best BUSINESS TONIC.

We know of no better beginning for the year any business man can make than to subscribe for PRINTERS' INK, the Little Schoolmaster in the Art of Advertising. It represents fifty-two doses of the best kind of stimulant and business tonic obtainable at less than ten cents per dose. Under its teachings we have increased our business. Some time, some place, there may be a better journal edited for advertisers than PRINTERS' INK but not, we venture to say, while the present teacher is at the desk.

CARTER BROS.,

Picton, Ont.

Hardware, Paints and Oils.

A year's subscription to Printers' Ink just now makes a seasonable present for the New Year to a business man.

Every trade and business reports a profitable year during 1899 and every one believes that the year 1900 will be greater in prosperity.

The time is propitious and the reading of Printers' Ink will quicken your thoughts in the right direction, for new advertising, for better advertising.

Subscription is \$5 per year. Single copies to cents.

Address

PETER DOUGAN.

Advertising and Subscription Manager Printers' Ink, 10 Spruce Street, New York.



Except by falsifiers and misrepresenters it is conceded that in

Street Car Advertising

We control the best and largest list of cities—have the greatest number of known, successful advertisers—do the largest business in the world—and that our rates are the lowest for legitimate service. :::::

Geo. Kissam & Co.,

253 Broadway, New York.

THIRTEEN ERANCH OFFICES.